123 279 Desk
NOLOGY DEPARTMENT

BROADCASTING

The Newsweekly of Radio and Television

TELECASTING

13
15
123
1939

C LIBRARY
JAN 31 1949
ROIT

1949 YEARBOOK NUMBER

"Any advertiser can — and most advertisers should — use

SPOT RADIO"

SPOT RADIO LIST

WSB	Atlanta	NBC
WBAL	Baltimore	NBC
WNAC	Boston	MBS
WICC	Bridgeport	MBS
WBEN	Buffalo	NBC
WGAR	Cleveland	CBS
WFAA	Dallas	NBC
	Ft. Worth	ABC
WJR	Detroit	CBS
KARM	Fresno	CBS
WONS	Hartford	MBS
KPRC	Houston	NBC
WDAF	Kansas City	NBC
KFOR	Lincoln	ABC
KARK	Little Rock	NBC
KFI	Los Angeles	NBC
WHAS	Louisville	CBS
WLLH	Lowell-Lawrence	MBS
WTMJ	Milwaukee	NBC
KSTP	Mpls.-St. Paul	NBC
WSM	Nashville	NBC
WSMB	New Orleans	NBC
WTAR	Norfolk	NBC
KOIL	Omaha	ABC
WIP	Philadelphia	MBS
WMTW	Portland, Me.	MBS
KGW	Portland, Ore.	NBC
WEAN	Providence	MBS
WRNL	Richmond	ABC
WOAI	San Antonio	NBC
KQW	San Francisco	CBS
KOMO	Seattle	NBC
KTBS	Shreveport	NBC
KGA	Spokane	ABC
WMAS	Springfield	CBS
WAGE	Syracuse	ABC
KVOO	Tulsa	NBC
WSAU	Wausau, Wisc.	NBC
WWVA	Wheeling	CBS
KFH	Wichita	CBS
WAAB	Worcester	MBS

THE YANKEE AND TEXAS QUALITY NETWORKS

TELEVISION

ATLANTA	WSB-TV
BALTIMORE	WBAL-TV
BOSTON	WNAC-TV
BUFFALO	WBEN-TV
LOS ANGELES	KFI-TV
MILWAUKEE	WTMJ-TV
M'P'L'S-ST. PAUL	KSTP-TV

REPRESENTED NATIONALLY BY

EDWARD PETRY & CO., INC.

NEW YORK • CHICAGO • LOS ANGELES
DETROIT • ST. LOUIS • SAN FRANCISCO
ATLANTA • BOSTON

EDWARD PETRY AND CO. INC.

Annual Subscription $7.00 Including Yearbook Number • Contents Copyrighted 1949 by Broadcasting Publications Inc.

"GRASS ROOTS" SWING NATION

KEYSTONE SWINGS *"GRASS ROOTS"*

The 1948 presidential election dramatically demonstrated the overwhelming importance of BEYOND METROPOLITAN AMERICA, the nation's small towns and rural areas. The Grass Roots millions turned the national tide.

KEYSTONE TRANSCRIPTION NETWORK was founded on a recognition of the pre-eminent role of Beyond Metropolitan America, where 53% of the nation's retail sales are made. Success stories of prominent national brands promoted locally prove that winning products, like winning presidents, are made at the community level.

Give your product leadership in BMA via Keystone, the pioneer and only network devoted exclusively to Beyond Metropolitan America. Win with KBS, whose stations are the day-in, day-out first choice of BMA.

KBS

KEYSTONE NETWORK

NEW YORK 19 · CHICAGO 2 · HOLLYWOOD 28

XUM

Y&R Eye and ear specialists

RADIO SHOWS

Bristol-Myers Company	*"Duffy's Tavern"*	NBC—Wed. 9:00-9:30 p.m. NYT
The Drackett Company	*"Star Time with Dorothy Kilgallen"*	ABC—Thurs. 10:45-11:00 a.m. NYT
General Electric Company	*"G-E House Party"*	ABC—Mon.-Fri. 3:30-4:00 p.m. NYT
General Foods Corporation	*"The Aldrich Family"*	NBC—Thurs. 8:00-8:30 p.m. NYT
" " "	*"The Jack Carson Show"*	CBS—Fri. 8:00-8:30 p.m. NYT
" " "	*"Gangbusters"*	CBS—Sat. 9:00-9:30 p.m. NYT
" " "	*"My Favorite Husband"*	CBS—Fri. 8:30-9:00 p.m. NYT
" " "	*"The Meredith Willson Show"*	ABC—Wed. 10:30-11:00 p.m. NYT
" " "	*"Professor Quiz" (to start early in Jan.)*	(Transcribed)
" " "	*"The Second Mrs. Burton"*	CBS—Mon.-Fri. 2:00-2:15 p.m. NYT
" " "	*"Sheb Wooley and His Calumet Indians"*	(Transcribed)
Gulf Oil Corporation	*"We, the People"*	CBS—Tues. 9:00-9:30 p.m. NYT
International Silver Company	*"The Adventures of Ozzie and Harriet"*	NBC—Sun. 6:30-7:00 p.m. NYT
Johnson & Johnson	*"It's Your Life"*	Local show WMAQ (Chicago Mon.-Fri. 11:15-11:30 a.m. CST
Lever Brothers Company	*"The Bob Hope Show"*	NBC—Tues. 9:00-9:30 p.m. NYT
Thomas J. Lipton, Inc.	*"Arthur Godfrey's Talent Scouts"*	CBS—Mon. 8:30-9:00 p.m. NYT
Metropolitan Life Insurance Company	*"Eric Sevareid and the News"*	CBS—Mon.-Fri. 6:00-6:15 p.m. NYT
Metropolitan Life Insurance Company	*"Dave Vaile—News"*	CBS—Mon.-Fri. 8:15-8:30 a.m. PST
Rosefield Packing Company	*"Skippy Hollywood Theatre"*	(Transcribed)
Sanforized Division of Cluett, Peabody	*Nancy Dixon series*	9 local shows in 8 markets

TELEVISION SHOWS

Bigelow-Sanford Carpet Co., Inc.	*The Bigelow Show starring Dunninger—Paul Winchell and Jerry Mahoney*	NBC—Thurs. 9:30-10:00 p.m. NYT
Cluett, Peabody	*"The Arrow Show starring Phil Silvers"*	NBC—Thurs. 8:00-8:30 p.m. NYT
General Foods Corporation	*"Author Meets the Critics"*	NBC—Sun. 8:00-8:30 p.m. NYT
Gulf Oil Corporation	*"We, the People"*	CBS—Tues. 9:00-9:30 p.m. NYT
" " "	*"The Gulf Road Show" starring Bob Smith in WHAT'S NEW*	NBC—Thurs. 9:00-9:30 p.m. NYT
Thomas J. Lipton, Inc.	*"Arthur Godfrey's Talent Scouts""*	CBS—Mon. 8:30-9:00 p.m. NYT
Packard Motor Car Company	*"The George Scotti Show"*	WWJ-TV (Detroit) Thurs. 8:00-8:30 p.m.

RADIO SPOT CAMPAIGNS

The Borden Company
Centaur-Caldwell Div. of Sterling Drug, Inc.
Duffy-Mott Company, Inc.
International Silver Company
General Foods Corporation
John F. Jelke Company
Life Savers Corporation
Metropolitan Life Insurance Company
Purity Bakeries
Rath Packing Company

TELEVISION SPOT CAMPAIGNS

The Borden Company
General Foods Corporation
Molle Brushless Shaving Cream
Simmons Company

YOUNG & RUBICAM, INC. **ADVERTISING** ● **New York Chicago Detroit Hollywood San Francisco Montreal Toronto Mexico City London**

INDEX TO CONTENTS OF 1949 YEARBOOK NUMBER

A

- Advertising—
  - ABC, List of Advertisers 16, 377
  - Agencies Handling Radio 335
  - Assn. of National Advertisers .. 513
  - Assn. of the West 513
  - Broadcast Advertising Analysis 11
  - CBS, 1948 List of Advertisers .. 384
  - Council, The 513
  - Federation of America 513
  - Index of 1948 Yearbook Advertisers 527
  - MBS, 1947 List of Advertisers 22, 392
  - National and Regional AM-TV Advertisers, List of 321
  - NBC, 1947 List of Advertisers .. 395
  - Station Representatives 338
  - Trade Associations 513
  - Trends in Broadcast 11
- Agencies—
  - Advertising, U. S. 335
  - Advertising, Canadian 362
  - American Assn. of Advertising 513
  - Government, Dealing with Radio 488
  - Gross Billings by 16
  - Placing Network Accounts 377-400
  - Placing National and Regional Accounts 321
  - Talent & Booking 401
- Allied Arts, Consultants 514
- American Broadcasting Co.—
  - Advertisers, List of 1948 377
  - Billings by Agencies 16
  - Billings by Advertisers 16
  - Executives 366
  - Gross Monthly Time Sales 16
  - Map of Network 367
  - Owned and Managed Stations 318, 366
- American Marketing Assn. 513
- American Radio Relay League ... 515
- Application for Broadcast License 448
- Arizona Bcstg. System 318
- Arizona Network 318
- Arkansas Network 318
- Arrowhead Network 318
- ASCAP 514
- Associated Press 37
- Associated Music Publishers 514
- Associations and Committees, Radio 515
- Attorneys Practicing Before FCC 482
- Audience Analysis 18
- Audience Research Services 516
- Awards and Citations 365

B

- Bar Assn., FCC 482
- Bibliography of Radio Literature 486
- Billings, ABC, MBS 16
- Books on Radio 486
- British United Press 37
- Broadcast Advertising (See Advertising)
- Broadcast Measurement Bureau .. 516
- Broadcast Music Inc. 514
- Broadcasting Stations (See Stations)
- Brophy Radio Stations 318
- Bunyon, Paul, Network 318

QUICK INDEX TO MAJOR DIRECTORIES AND DATA

- **Advertising**
  - **Network** **377-400**
  - **Regional & Spot** **321**
- **Advertising Agencies** **335**
- **Audience Analysis for 1948** **18**
- **Awards & Citations** **365**
- **Billings, Network** **16**
- **Broadcast Advertising Analysis** **11**
- **Broadcasting Stations**
  - **AM by States** **69**
  - **AM by Call Letters** **497**
  - **AM by Frequencies** **506**
  - **FM by States** **298**
  - **FM by Call Letters** **503**
  - **TV by States** **56**
  - **TV by Call Letters** **502**
- **Equipment Manufacturers** **430**
- **FCC Executive Personnel** **24**
- **FCC Rules** **450**
- **National Assn. of Broadcasters** **28**
- **Newspaper-Radio Ownership Affiliation** **522**
- **Regional Networks** **318**
- **Station Representatives** **38**
- **TV Highlights of 1948** **51**
- **Transcription Producers, Program, TV Film & Talent** **401**

C

- California Rural Network 318
- Call Letters, U. S. 497
- Canada—
  - Advertising Agencies 362
  - Assn. of Advertising Agencies .. 513
  - Assn. of Broadcasters 515
  - Assn. of Canadian Advertisers .. 513
  - Bureau of Broadcast Measurement 518
  - Canadian Facts Ltd. 518
  - CBC Executives 374
  - Composers, Authors & Publishers Assn. 514
  - International Stations 317
  - Station Representatives 49
  - Stations by Call Letters 505
  - Stations by Frequencies 511
  - Stations by Provinces 288
- Citations 365
- Clear Channel Broadcasting Service 515
- Cleveland Plain Dealer Stations .. 318
- Columbia Broadcasting System—
  - Advertisers, List of 1948 384
  - Executives and Staff 368
  - Map of Network 369
  - CBS Owned Stations 368
  - Television (See Television Listing)
- Commercial Stations (See Stations)
- Commission, Federal Communications 24
- Committees, NAB 28
- Communications Carriers 514
- Congress, Radio Correspondents .. 520
- Connecticut State Network 318
- Consultants, Allied Arts 514
- Consulting Engineers 479
- Copyright, Music Licensing Groups 514
- Cornbelt Network 318
- Council, The Advertising 513
- Covington Stations 318
- Cowles Stations 318
- James E. Cox Stations 318
- Ed Craney Stations 318
- Cuban Stations 489
- Curtis Radiocasting 318

D

- Dairyland Network 318
- Dominican Republic Stations ... 489
- Don Lee Broadcasting System 319

E

- Educational Stations FM (noncommercial) 320
- Elliot-Haynes Ltd. 518
- Employment Figures (Radio) 30
- Engineers, Consulting Radio 479
- Engineers, Stations 69-285
- Equipment Manufacturers 430
- Ewing Stations 318
- Executives of Stations 69
- Executives of Networks (See separate listings)

F

- Federal Agencies Dealing with Radio 4
- Federal Communications Commission—
  - Attorneys Practicing Before 4
  - Executives & Staff .....
  - Field Offices .....
  - How to Apply for Station 4
  - Rules & Regulations (Selected) 4
- FCC Bar Assn. 4
- Film, TV, Services 4
- FM (Frequency Modulation)—
  - Commercial Stations, U. S. 298-3
  - FM Association 3
  - How to Apply for Station 4
  - Noncommercial Educational Stations 3
  - Publications 4
  - Rules & Regulations (FCC) 4
- Foreign Stations (Latin America) 4
- Foreign Stations (European) 5
- Fort Industry Co. Stations 3
- Frequencies, Canadian Stations by 5
- Frequencies, AM, Stations by ... 5
- Frequency Measuring Services .. 5
- Friendly Group 3

G

- Gannett Newspaper Stations 3
- Gavin, Withers Stations 3
- General Managers, Stations .....
- General Tire & Rubber Co. Stations 3
- Georgia Assn. of Local Stations .. 3
- Georgia Major Market Trio 3
- Government Agencies Dealing with Radio 4
- Great West Network 3
- Gross Billings by Advertisers, ABC, MBS .....
- Gross Billings by Agencies, ABC, MBS .....
- Gross Billings by Products .....
- Gross Billings Estimated 1947 ...
- Gross Time Sales ABC, MBS ....
- Group Ownership, U. S. Stations 3
- Growth of AM, FM, TV Stations (Graph) .....

H

- Haiti Stations 4
- Hearst Radio Inc. 3
- Hirsch, Oscar C. Stations 3
- Howe-Snowden Stations 3

I

- Index to 1948 Yearbook Advertisers 5
- Inland Bcstg. Stations 3
- Intermountain Network 3
- International News Service .....
- International Stations in U. S., Canada 3
- Iowa Tall Corn Network 3

K

- Keystone Broadcasting System, Map 3
  - Officers & Affiliates 3

L

- Labor Groups Dealing with Radio 3
- Latin American Stations 4

(Continued on page 4)

Phil Harris

Theatre Guild

In a Lather every Week

AND WE APPRECIATE IT!

Cavalcade of America

Inner Sanctum

HIT THE JACKPOT

Fred Waring

Let's Pretend

Armstrong's Theatre of Today

Your Hit Parade

YOUR Lucky Strike

Of course . . . we appreciate the hard work of *all* the people who work on these shows with us, as well as the work of the principals themselves. The same goes for the folks on the regional programs we handle, and our spot accounts, too. Thanks to each and every one of you!

The Staff of

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

NEW YORK • BOSTON • BUFFALO • CHICAGO • CLEVELAND • PITTSBURGH
MINNEAPOLIS • SAN FRANCISCO • HOLLYWOOD • LOS ANGELES • DETROIT

INDEX TO CONTENTS OF 1949 YEARBOOK NUMBER

(Continued from page 2)

Lawyers Practicing Before FCC .. 482
License, How to Apply for Broadcast ... 448
Libraries, Transcription & Programs ... 401
Licensees, U. S. Stations ... 69-285
Licensing Groups, Music ... 514
Listening, Audience Trends ... 18
Lone Star Chain ... 319
Long Texas Group ... 319

M

Managers of Stations ... 69
Manufacturers of Radio Equipment ... 430
Maps—
  ABC Network ... 367
  CBS Network ... 369
  Keystone Broadcasting System .. 375
  MBS Network ... 371
  NBC Network ... 373
Market Research Groups ... 516
McClatchy Stations ... 318
McClung Stations ... 318
Media Records, Inc. ... 518
Mexican Stations ... 489
Michigan Radio Network ... 319
Murphy-Bridges Stations ... 318
Music Licensing Groups ... 514
Mutual Broadcasting System—
  Advertisers, 1948 List of ... 17, 392
  Billings by Agencies ... 17
  Billings by Advertisers ... 17
  Executives and Staff ... 370
  Map of Network ... 371

N

National and Regional AM-TV Advertisers ... 321
National Association of Broadcasters ... 28
National Assn. of Mfrs. ... 514
National Assn. of Radio Station Representatives ... 515
National Broadcasting Co.—
  Advertisers, 1948 List of ... 395
  Executives and Staff ... 372
  Map of Network ... 373
  Owned and Operated Stations 318, 372
  Television (See Television listing)
National Retail Dry Goods Assn. 514
Net Income, Networks ... 11
Net Time Sales ... 11
Networks
  ABC Advertisers ... 16, 377
  ABC Executives ... 366
  ABC Map ... 367
  CBC Executives ... 374
  CBS Advertisers ... 384
  CBS Executives ... 368
  CBS Map ... 369
  MBS Advertisers ... 17, 392
  MBS Executives ... 370
  MBS Map ... 371
  NBC Advertisers ... 395
  NBC Executives ... 372
  NBC Map ... 373
Networks, Regional ... 318
New England Regional Network .. 319
New Stations, How to Apply for .. 448
Newfoundland Stations ... 489
News Services, Radio ... 37
News Services Used by Stations .. 69
Newspaper-owned Stations ... 522
Non-Commercial FM Stations ... 320
North American Radio Broadcasting Agreement (NARBA) stations ... 489
Northwest Network ... 320
Nunn Stations ... 318

O

Oklahoma Network ... 320
Oklahoma Publishing Co. Stations 318

P

Payroll, Radio's ... 30
Perry, John H., Stations ... 318
Philippine Stations ... 575
Political Broadcast Rules (FCC) 476
Program Popularity ... 18
Production Services, Program ... 401
Professional & Technical Schools for Radio & TV ... 484
Program Directors, Stations ... 69-297
Program Popularity ... 18
Program Production Services ... 401
Program Sponsors (See Networks)
Promotion Managers, Stations .. 69-297
Proprietary Assn. of America ... 514
Public Relations Services ... 515
Publications in Radio Field ... 486

Q

Quaker State Network ... 320

R

Radio Assns. and Committees .. 515
Radio Correspondents Galleries .. 520
Radio Executives Club of N. Y. .. 516
Radio Management Consultants .. 516
Radio Manufacturers Assn. ... 516
Radio News Services ... 37
Radio Stations (See Stations)
Radio's Weekly Payroll ... 30
Receiving Sets, Radio Retail Sales 22
Recording Equipment Manufacturers ... 430
Recording Services ... 401
Regional, National AM-TV Advertisers ... 321
Regional Networks, U. S. ... 318
Regulations Governing Broadcasting FCC ... 450
Representatives, Canadian ... 49
Representatives (by Stations) ... 69
Representatives, U. S. ... 38
Research and Marketing Groups.. 516
Retail Set Sales ... 22
Reuters ... 37
Revenues, Standard Broadcast Stations ... 11
Richards Stations ... 318
Rines, Adeline B. Stations ... 318
Rules and Regulations, FCC ... 450

S

Scripps-Howard Group ... 318
Script Services ... 401
Services, Radio News ... 37
Services Related to Broadcasting 513
Services, Talent ... 401
Services, Television ... 401
Services, Transcription, Program, Scripts ... 401
Sets, Retail Sales in U. S. ... 22
Shortwave Stations, U. S. and Canada ... 317
South Central Quality Network .. 320
Southwest Network ... 320
Sponsors (See Advertisers)
Spot Advertisers TV-AM ... 332
State Broadcasters Assns. ... 32
Stations—
  ABC Owned ... 318, 366
  Broadcast Revenues 1948 ... 11
  Canadian ... 288
  Canadian by Call Letters ... 505
  Canadian by Frequencies ... 511
  CBS Owned ... 318, 368
  European, by Frequencies ... 512
  Executives ... 69
  FM Stations by Call Letters .. 50
  FM Commercial ... 29
  Foreign (Latin American) ... 489
  Group Ownership ... 318
  How to Apply for License ... 448
  International Short Wave ... 317
  NBC Owned ... 318, 372
  Non-Commercial Educational FM ... 320
  Official Count of ... 21
  Philippines ... 492
  Regional Networks ... 318
  Standard by Call Letters ... 497
  Standard by Frequencies ... 506
  Standard by States ... 69-285
  Television ... 56
  Television by Call Letters ... 502
  U. S. Possessions ... 286
Steinman Stations ... 318
Surveys, Market Research ... 516

T

Talent Services ... 401
Technical Publications ... 486
Television—
  Advertisers, Network ... 55
  Advertisers, Total ... 67
  Broadcasters Assn. ... 67
  FCC Rules Concerning ... 450
  Highlights of the Year ... 51
  How to Apply for Station ... 448
  Networks & Personnel ... 55
  Publications on ... 486
  Set Production (Monthly) ... 55
  Sets Installed (By Cities) ... 67
  Stations U. S. ... 56
  Television Production & Film Services ... 401
Territories and Possessions, Stations ... 286
Texas Quality Network ... 320
Texas State Network ... 320
Thackrey Stations ... 318
Time Sales ...
Tobacco Network ... 3
Trade Associations, Advertising .. 5
Transcription Services ... 4
Transradio Press ...
Trends in Broadcast Advertising

U

Unions ... 3
United Press ...

W

West Virginia Network ... 3
Westinghouse Radio Stations ... 31
Wilder, Harry C. Stations ... 31
Wisconsin Network ... 3
Wolverine Network ... 3

Y

Yankee Network ... 3

Z

Z-Bar Network ... 3
Zia Network ... 3

BROADCASTING
TELECASTING

1949 Yearbook Number

Executive, Editorial, Advertising and Circulation Offices:
National Press Bldg. • Washington 4, D. C.

Telephone MEtropolitan 1022

SOL TAISHOFF
Editor and Publisher

BERNARD PLATT, *Yearbook Editor*
ROBERT B. LUCE, *Assoc. Yearbook Editor*

ART KING, *Managing Editor*

J. Frank Beatty, Rufus Crater, *Associate Editors;* Fred Fitzgerald, *News Editor;* Paul Fulcomer, *Asst. to the News Editor;* Robert B. Luce, *Research Editor;* Mary Zurhorst, *Copy Editor.* STAFF: Lawrence Christopher, Phyllis Engelman, Jo Hailey, Ed Keys, Tyler Nourse, John Osbon. EDITORIAL ASSISTANTS: Yvonne Caldwell, Nancy Diehl, Grace Hargrove, Mary Madden; Eleanor J. Brumbaugh, *Secretary to the Publisher.*

BUSINESS

MAURY LONG, *Business Manager*

Winfield R. Levi, *Assistant Advertising Manager;* George L. Dant, *Adv. Production Manager;* Harry Stevens, *Classified Advertising Manager;* Eleanor Schadi, Virginia Dooley. AUDITING: B. T. Taishoff, Irving C. Miller, Eunice Weston.

SPECIAL PUBLICATIONS

BERNARD PLATT, *Director*

Estelle Markowitz.

CIRCULATION AND READERS' SERVICE

JOHN P. COSGROVE, *Manager*

Warren Sheets, Chapalier Hodgson, Jeanette Wiley, Elaine Haskell, Lillian Oliver.

NEW YORK BUREAU

250 Park Ave., Zone 17, *PL*aza 5-8355
EDITORIAL: Edwin H. James, *New York Editor;* Herman Brandschain, *Asst. to the New York Editor;* Florence Small, Stella Volpi, Betty R. Stone.

Bruce Robertson, *Senior Associate Editor*

ADVERTISING: S. J. Paul, *Advertising Director.*

CHICAGO BUREAU

360 N. Michigan Ave., Zone 1.
*CE*ntral 6-4115
William L. Thompson, *Manager;* Jane Pinkerton.

HOLLYWOOD BUREAU

Taft Building, Hollywood and Vine, Zone 28. *HE*mpstead 8181
David Glickman, *West Coast Manager;* Ralph G. Tuchman, *Hollywood News Editor;* Ann August.

TORONTO BUREAU

417 Harbour Commission Bldg.
*EL*gin 0775
James Montagnes, *Manager.*

BROADCASTING* Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING*—The News Magazine of the Fifth Estate. Broadcast Advertising* was acquired in 1932 and Broadcast Reporter in 1933.

*Reg. U. S. Pat. Office

Contents Copyrighted 1949 by Broadcasting Publications, Inc.

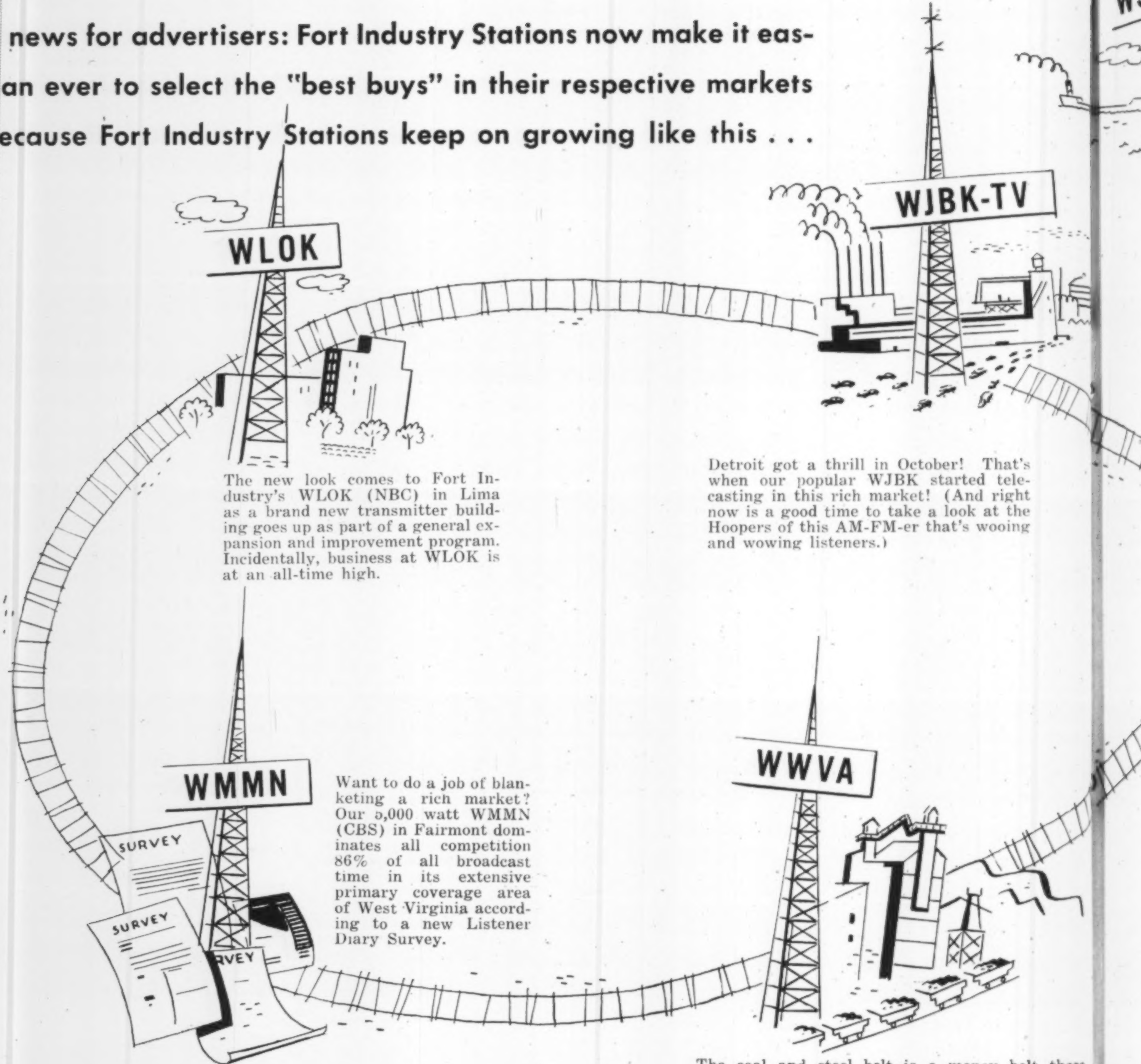
Published every Monday, 53rd issue (Yearbook Number) published in January by BROADCASTING PUBLICATIONS INC., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

There's a lot of difference
between the written word
and the spoken word
— and we know it!

FOOTE, CONE & BELDING
Advertising
New York • Chicago • Los Angeles • San Francisco
Hollywood • London

GOING PLACES

Good news for advertisers: Fort Industry Stations now make it easier than ever to select the "best buys" in their respective markets . . . because Fort Industry Stations keep on growing like this . . .

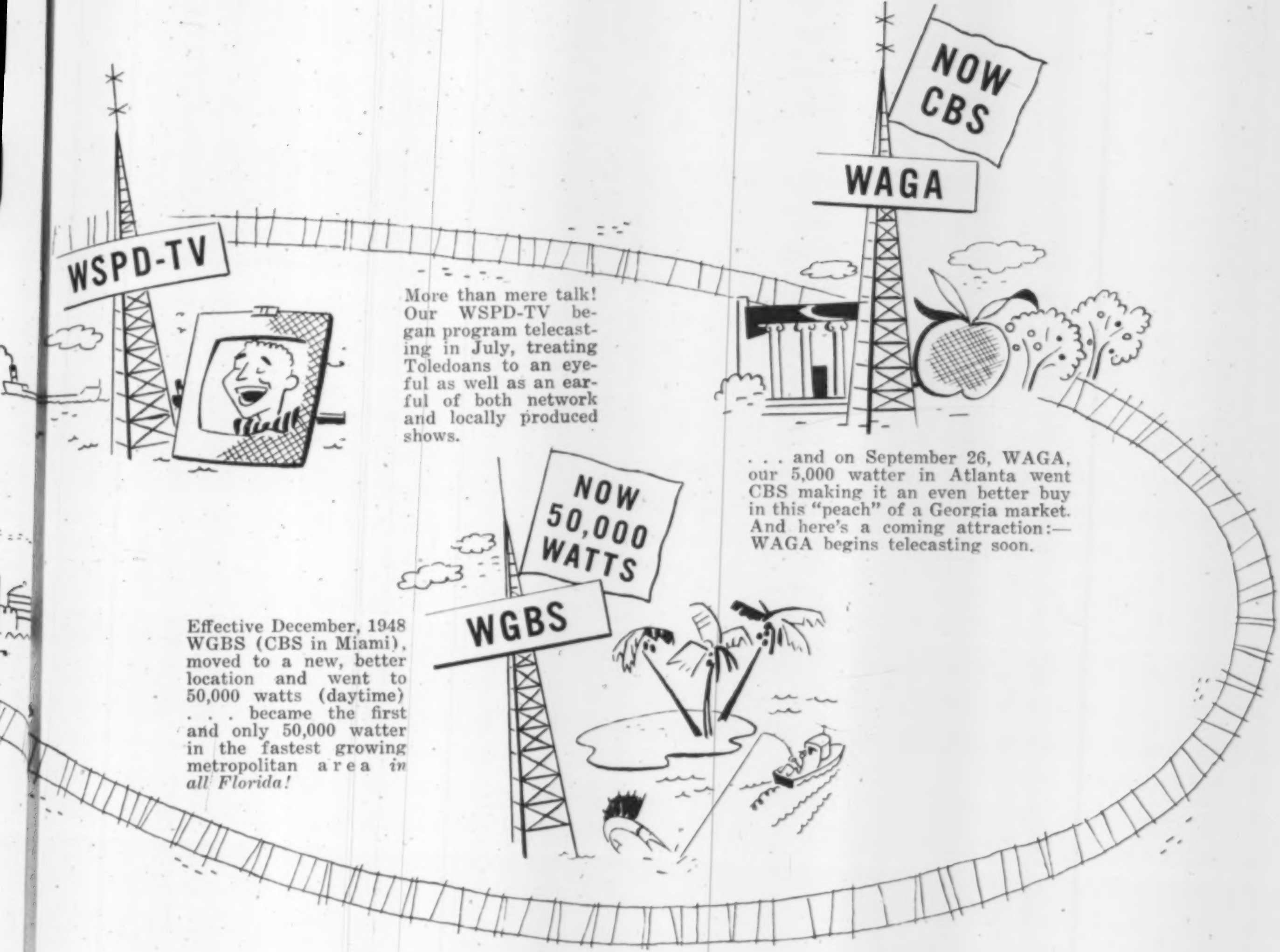


The new look comes to Fort Industry's WLOK (NBC) in Lima as a brand new transmitter building goes up as part of a general expansion and improvement program. Incidentally, business at WLOK is at an all-time high.

Detroit got a thrill in October! That's when our popular WJBK started telecasting in this rich market! (And right now is a good time to take a look at the Hoopers of this AM-FM-er that's wooing and wowing listeners.)

Want to do a job of blanketing a rich market? Our 5,000 watt WMMN (CBS) in Fairmont dominates all competition 86% of all broadcast time in its extensive primary coverage area of West Virginia according to a new Listener Diary Survey.

The coal and steel belt is a money belt these days—and our WWVA (CBS), with its 50,000 watt voice booming out from Wheeling, gives primary coverage in the heart of this belt, in Pennsylvania, Ohio and West Virginia.



More than mere talk! Our WSPD-TV began program telecasting in July, treating Toledoans to an eyeful as well as an earful of both network and locally produced shows.

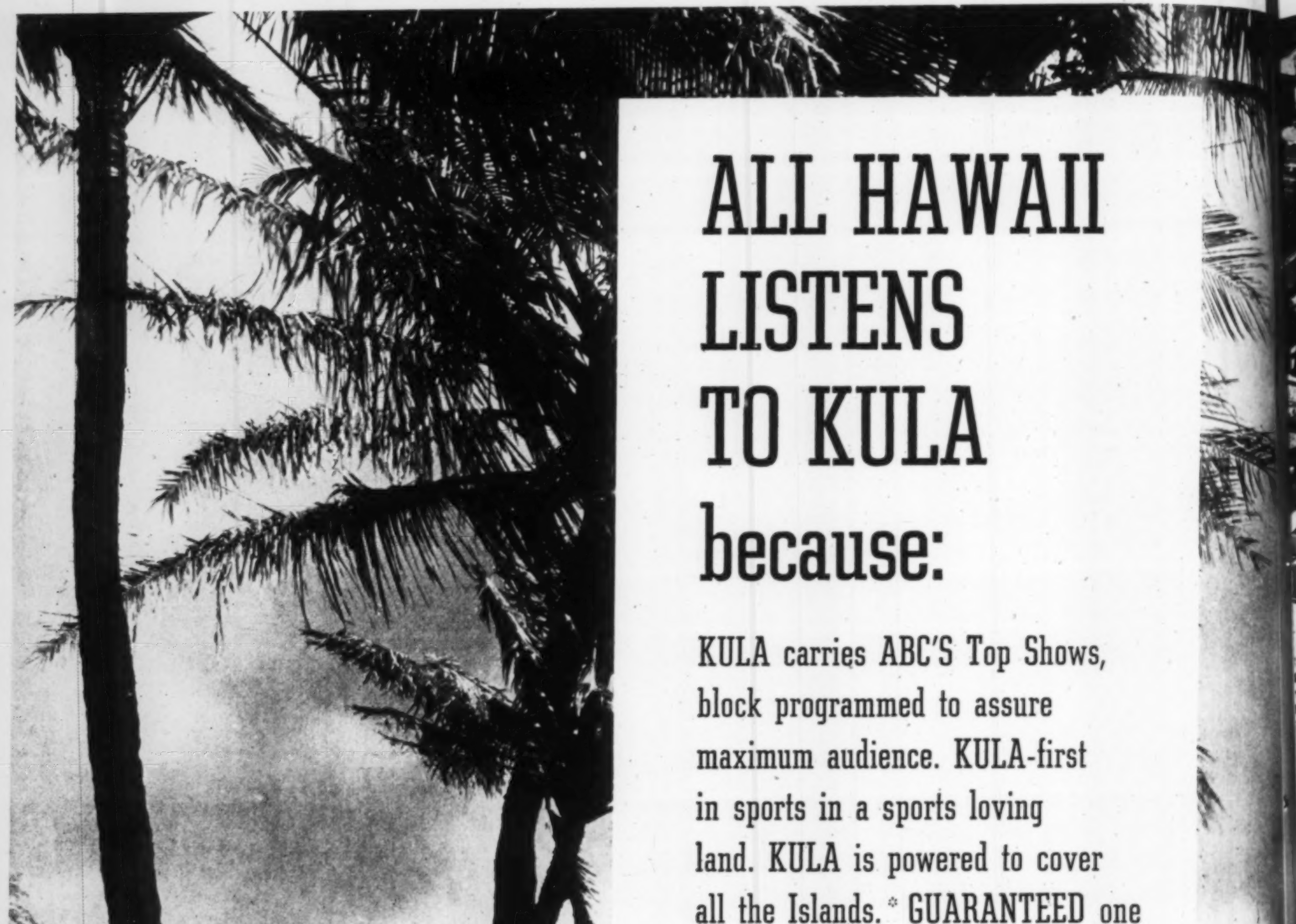
. . . and on September 26, WAGA, our 5,000 watter in Atlanta went CBS making it an even better buy in this "peach" of a Georgia market. And here's a coming attraction:—WAGA begins telecasting soon.

Effective December, 1948 WGBS (CBS in Miami), moved to a new, better location and went to 50,000 watts (daytime) . . . became the first and only 50,000 watter in the fastest growing metropolitan area *in all Florida!*

There's no chest-thumping here at Fort Industry over the growth and developments mentioned in this advertisement. Actually, you see, these developments are only the most recent ones. Our stations have been growing for years; continual physical growth is a part of our creed. Just as important, we couple each of our individual station's independent programming facilities with Fort Industry's over-all resources to insure continuing audience growth—continually greater rewards for advertisers. This, we think, is just plain good business.

THE FORT INDUSTRY COMPANY

WSPD, Toledo, O. • **WWVA**, Wheeling, W. Va. • **WMMN**, Fairmont, W. Va.
WLOK, Lima, O. • **WAGA**, Atlanta, Ga. • **WGBS**, Miami, Fla. • **WJBK**, Detroit, Mich.
National Sales Headquarters: 527 Lexington Ave., New York 17, Eldorado 5-2455



ALL HAWAII LISTENS TO KULA because:

KULA carries ABC'S Top Shows, block programmed to assure maximum audience. KULA-first in sports in a sports loving land. KULA is powered to cover all the Islands.* GUARANTEED one station coverage of all Hawaii.

10,000 WATTS
690 KILOCYCLES
ABC IN THE PACIFIC

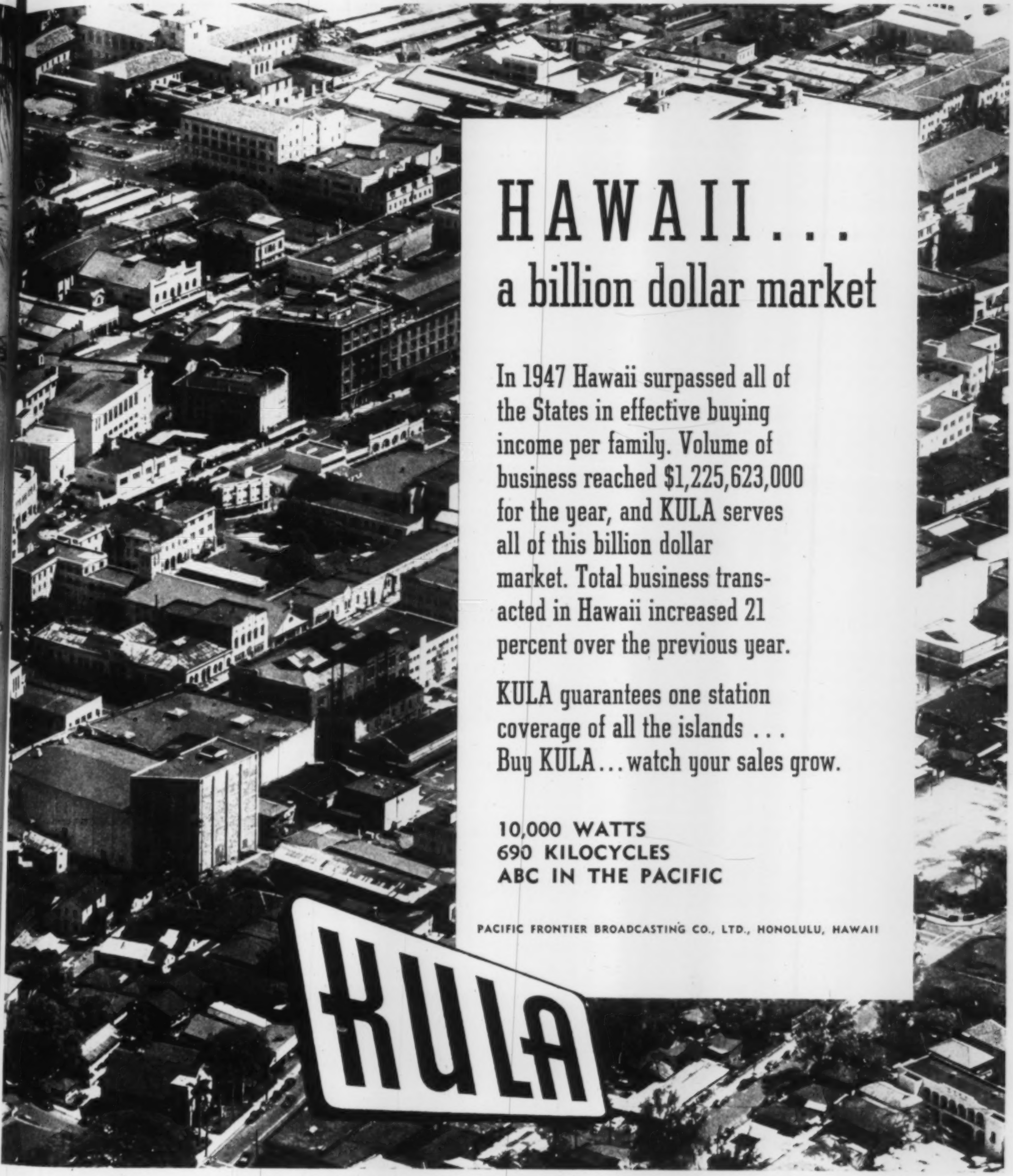
PACIFIC FRONTIER BROADCASTING CO., LTD., HONOLULU, HAWAII

*In a recent contest with no prize offer, over 16,000 votes were cast for a favorite singer and mailed from every post office in Hawaii.

FOR INFORMATION ON THE HAWAIIAN MARKET — FOR RATES FOR "ONE STATION COVERAGE" OF HAWAII SEE

ABC or AVERY KNODEL, Inc., National Representatives

NEW YORK • CHICAGO • SAN FRANCISCO • LOS ANGELES



HAWAII . . .
a billion dollar market

In 1947 Hawaii surpassed all of the States in effective buying income per family. Volume of business reached $1,225,623,000 for the year, and KULA serves all of this billion dollar market. Total business transacted in Hawaii increased 21 percent over the previous year.

KULA guarantees one station coverage of all the islands . . . Buy KULA . . . watch your sales grow.

10,000 WATTS
690 KILOCYCLES
ABC IN THE PACIFIC

PACIFIC FRONTIER BROADCASTING CO., LTD., HONOLULU, HAWAII

KULA

Aerial view of the business district of Honolulu, principal city and capital of Hawaii. The City and County's population is 310,274; population of the Territory, 525,477.

FOR INFORMATION ON THE HAWAIIAN MARKET — FOR RATES FOR "ONE STATION COVERAGE" OF HAWAII SEE

ABC or AVERY KNODEL, Inc., National Representatives

NEW YORK • CHICAGO • SAN FRANCISCO • LOS ANGELES

FREE & PETERS, INC.

Pioneer Radio and Television Station Representatives Since May, 1932

EXCLUSIVE NATIONAL REPRESENTATIVES:

RADIO

Albuquerque	KOB	NBC	25-50,000
Beaumont	KFDM	ABC	5,000
Boise	KDSH	CBS	5,000
Boston-Springfield	WBZ-WBZA	NBC	1-50,000
Buffalo	WGR	CBS	5,000
Charleston, S. C.	WCSC	CBS	5,000
Columbia, S. C.	WIS	NBC	5,000
Corpus Christi	KRIS	NBC	1,000
Davenport	WOC	NBC	5,000
Des Moines	WHO	NBC	50,000
Denver	KVOD	ABC	5,000
Duluth	WDSM	ABC	250
Fargo	WDAY	NBC	5,000
Ft. Wayne	WOWO	ABC	10,000
Ft. Worth-Dallas	WBAP	ABC-NBC	5-50,000
Honolulu-Hilo	KGMB-KHBC	CBS	1-5,000
Houston	KXYZ	ABC	5,000
Indianapolis	WISH	ABC	1-5,000
Kansas City	KMBC-KFRM	CBS	1-5,000
Louisville	WAVE	NBC	5,000
Milwaukee	WMAW	ABC	5,000
Minneapolis-St. Paul	WTCN	ABC	1-5,000
New York	WMCA	IND	5,000
Norfolk	WGH	ABC	5,000
Omaha	KFAB	CBS	50,000
Peoria-Tuscola	WMBD-WDZ	CBS	1-5,000
Philadelphia	KYW	NBC	50,000
Pittsburgh	KDKA	NBC	50,000
Portland, Ore.	KEX	ABC	50,000
Raleigh	WPTF	NBC	50,000
Roanoke	WDBJ	CBS	5,000
St. Louis	KSD	NBC	5,000
San Diego	KCBQ	CBS	1-5,000
Seattle	KIRO	CBS	50,000
Syracuse	WFBL	CBS	5,000
Terre Haute	WTHI	ABC	1,000

TELEVISION

(As of Jan. 1, 1949)

Baltimore	WAAM
Davenport	WOC-TV
Ft. Worth-Dallas	WBAP-TV
Louisville	WAVE-TV
Minneapolis-St. Paul	WTCN-TV
New York	WPIX
Peoria	WMBT
St. Louis	KSD-TV

FOR LATEST INFORMATION, CALL

NEW YORK
444 Madison Ave.
Plaza 5-4130

CHICAGO
180 N. Michigan Ave.
Franklin 2-6373

DETROIT
Penobscot Bldg.
Woodward 1-4255

ATLANTA
Palmer Bldg
Main 5667

FT. WORTH
406 W. Seventh St.
Ft. Worth 36-3349

HOLLYWOOD
6331 Hollywood Blvd.
Hollywood 2151

SAN FRANCISCO
58 Sutter St.
Sutter 1-4353

BROADCASTING
TELECASTING

1949 Yearbook Number

Copyright 1949, by Broadcasting Publications, Inc.

Vol. 36—No. 15-YB WASHINGTON, D. C., JANUARY 15, 1949 $7.00 Per Year, Yearbook Number Included

Analysis of Broadcast Advertising

Editor's note: Statistical material in the 1948 BROADCASTING *Business Index is derived from data gathered in an extensive, nationwide sample of all classes of stations. Methods employed are those developed and applied by* BROADCASTING *with marked accuracy for the past 14 years and were founded upon the formula originally developed by Dr. Herman S. Hettinger, nationally-known economist specializing in the radio field. Statistical data was audited by the firm of Sinrod & Tash, Washington certified public accountants, which turned over to* BROADCASTING *only weighted averages in each station and business category, in conformity with the canons of the American Institute of Certified Public Accountants.*

TABLE I

RADIO NET TIME SALES 1947-1948

Class of Business	1947	% Total	1948 (Estimated)	% Total
National Network	$127,713,942	34.1	$133,545,000	33.2
Regional & Miscellaneous networks*	7,012,689	1.9	6,600,000	1.6
National & Regional Non-Network	91,581,241	24.5	99,431,000	24.7
Local	147,778,814	39.5	163,250,000	40.5
TOTAL	$374,086,686	100.0	$402,826,000	100.0

* Includes miscellaneous networks and stations.

NET REVENUES from the sale of broadcast time reached an estimated $402 million in 1948. Total *net time sales* * increased 7.7% during the year, a substantial increase but not as large as 1947's 12% gain over 1946.

The phenomenally high business levels of the post war years have consistently provided radio with expanding revenues. Broadcast advertising climbed past the $400 million mark as the national income reached its record breaking level in the same period.

The 1948 increase of 7.7% is below the 1932-43 average annual rate of increase which was 19.6%. Nevertheless, on a dollar volume basis this year's increase represented more than $25 million in time sales.

The tapering off of revenue gains since last year is not an alarming one—the per cent gain is about equal to the gains registered in 1945 and 1946. Though there are many new stations on the air, many of these are part-time stations, and would not increase the advertising totals to the extent that would be expected if all were full-time operations.

Receipts from the sale of talent and other sources are hard to estimate on a sample basis. Past experience would indicate that these receipts would total about $22 million, bringing the total of radio's gross revenues to $425 million. Add to this an estimated $75 million spent by advertisers for talent and programs on their own account, and the 1948 expenditures for advertising amount to an even $500 million.

Since 1941, radio's revenues have doubled in volume—and the radio industry has taken on a tremendous physical growth. Through the post-war years, revenue has steadily increased to match the expanding market reached by radio. FM, television and transit radio are post-war commercial developments. None of them have matured sufficiently to assess their net effect on the long term broadcast advertising picture.

Trends Within Radio

(Table II)

Again in 1948, as in the previous four years, local advertising showed the most substantial gain of all. Its 10.5% increase represented about $16 million of additional local time sales. The gain was less than half of 1947's 27.0% increase. It is possible in the future that the various types of broadcast advertising will show gains that are more nearly equal when and if the post-war broadcasting pattern settles down to some consistent format.

Certainly no one form of advertising is the head-and-shoulders gainer in 1948, as was the case with local advertising in 1947.

Network time sales showed a more respectable increase than last year's 0.8%. The estimates show a 4.6% gain in 1948. This represents $5.8 million in additional time sales during 1948 in this category. This gain of 4.6% is the greatest of the post-war years for the networks, though it did not approach the amazing 22.5% gain registered in 1944, or the 21.6% gain in 1943.

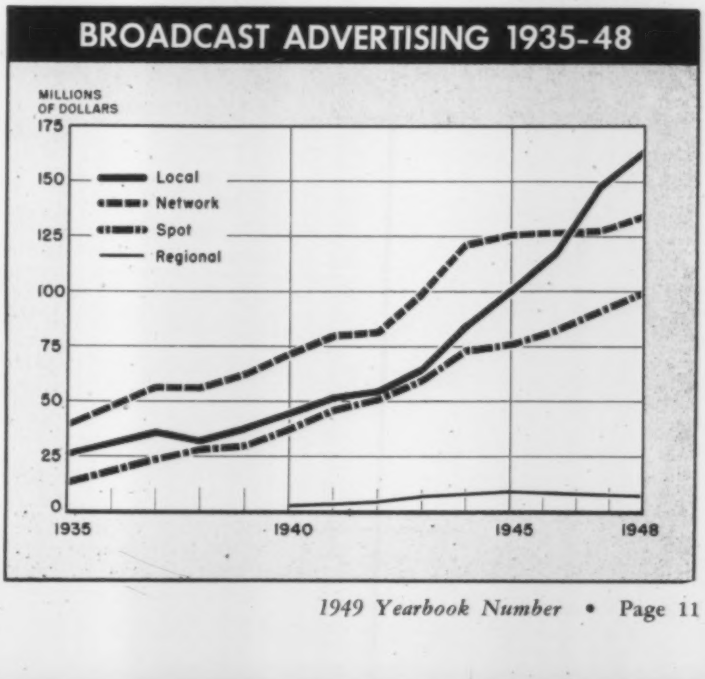
Estimates of network receipts are based on net time sales less certain duplications inherent in network operations but which are not usually determined until publication of FCC data late in the year.

Spot business (national and regional non-network time sales) increased 8.6% this year—about $8 million in additional time sales in this category. This compares with a 1947 gain of 10.4% and record high of 23% in 1940 and 1944. Spot business has nearly tripled in dollar volume in the eight years, 1940-48, registering sizable, if not similar, gains in every year.

Regional network revenues from time sales have shown another decline, estimated at 5.9%, as contrasted with a drop of 12.8% from 1946 into 1947. The decline this year is estimated to be nearly $400,000. This brings the total decline in regional revenues since 1945 to nearly $2 million.

Table II, which shows these annual comparisons, has been re-set with this issue of the Yearbook for more accurate comparison with FCC data. The regional network figures include "informal and miscellaneous networks and station revenues," and do not actually represent bona-fide regional networks.

(Continued)



BROADCAST ADVERTISING 1935-48

---

* Net time sales represent gross billings less frequency and promotional discounts and therefore comprise the gross receipts of the medium from the sale of time in all categories. These receipts are before deduction of agency commissions which are considered an expense of sales.

TABLE II

RADIO NET TIME SALES—1935-1948

	Class of Business								
Year	National Network	Increase over previous year (%)	Regional Network	Increase over previous year (%)	National Non-Network	Increase over previous year (%)	Local	Increase over previous year (%)	Total	Increase over previous year (%)
1935 [1]	$39,737,867	....	[1].......	....	$13,805,200	....	$26,074,476	....	$79,617,543	....
1936 [2]	....	....	....	....	....	....	....	....	....	....
1937	56,192,396	41.4	2,854,047	....	23,117,136	67.4	35,745,394	37.1	117,908,973	48.1
1938	56,612,925	0.7	[2].......	....	28,109,185	21.6	32,657,349	(—8.7)	117,379,459	0.6
1939	62,621,689	10.6	[2].......	....	30,030,563	6.8	37,315,774	14.2	129,968,026	10.7
1940*	71,919,428	13.1	1,869,583	....	37,140,444	23.8	44,756,792	20.0	155,686,247	20.5
1941	79,621,534	10.7	2,752,073	47.2	45,681,959	23.0	51,697,651	15.5	179,753,217	15.4
1942	81,744,396	2.7	3,444,581	25.2	51,059,159	11.8	53,898,916	4.2	190,147,052	5.8
1943	99,389,177	21.6	6,256,508	81.6	59,352,170	16.2	64,104,309	18.9	228,102,164	20.0
1944	121,757,135	22.5	7,612,366	21.7	73,312,299	23.5	84,960,347	29.3	287,642,747	26.1
1945	125,671,834	3.2	8,301,702	9.1	76,696,468	4.6	99,814,042	17.5	310,484,046	7.9
1946	126,737,727	0.8	8,043,381	—3.1	82,917,505	8.1	116,380,301	16.6	334,078,914	7.6
1947	127,712,942	0.8	7,012,689	—12.8	91,581,241	10.4	147,778,814	27.0	374,086,686	12.0
1948 †	133,545,000	4.6	6,600,000	—5.9	99,431,000	8.6	163,250,000	10.5	402.826,000	7.7

[1] Nation-wide and regional networks combined.

[2] Data not available.

* Figures prior to this date not comparable in all categories.

† 1948 figures estimated.

The 1948 radio advertising picture continues a trend toward local advertising. The vast increase in the available radio time, at the local level, has been in large part responsible for the increased use of radio in the local small and medium sized markets. Of course the widespread business prosperity and the large consumer purchasing power has made it possible for many small businessmen to invest in advertising campaigns where they had never done so before.

A trend toward local advertising does not by any means work to the exclusion of other forms of radio advertising. Large national and regional advertisers have also continued their purchases of radio time, and the moment has not yet appeared when the total volume of advertising in any major category has dropped substantially. According to BROADCASTING's 1948 year-end round-up of opinion (BROADCASTING, Dec. 27, 1948), the majority of those in the industry do not feel that the time is near for such a slack-off in revenues.

Rumors of approaching business recessions in many of the consumer goods industries have been frequent at the turn of the year. If these spotty recessions materialize and become nationwide in nature, certainly the broadcasting industry, along with other forms of media, will feel the effects of more cautious advertising budgets. However, the factors that point toward a maintenance of a reasonably high level of prosperity seem to outweigh the downturns, viewed on an annual basis.

Of more immediate concern to the industry are the undetermined effects of television. A great and growing industry, television has caught the imagination of the public, and to a large extent, of the advertiser.

Will television compete for radio dollars?

Will television advertising hit new sources hitherto unavailable to standard broadcast advertising?

Will television with its sight and sound impact on the buying public cut into adverising budgets formerly allocated to the printed media?

Will TV advertising rates settle at such high levels as to be prohibitive for many advertisers?

TABLE IV

ESTIMATED GROSS BILLINGS—1948

Class of Business	Estimated Gross Billings
National Network	$199,648,000
Regional & Miscellaneous Network	8,900,000
National Non-Network	142,044,000
Local	246,052,000
Total	$596,644,000

TABLE III

PERCENT OF SPOT, LOCAL, NETWORK AND TOTAL REVENUES BY CLASS OF STATION—1947 AND 1948 (EST.)

	National Spot		Local		Network		Total	
Class of Station	1947	1948	1947	1948	1947	1948	1947	1948
Clear Channel ..	44.2%	40.5%	15.5%	12.7%	36.6%	38.2%	28.1%	25.7%
Regional	44.4	48.2	46.6	50.1	48.1	46.7	46.3	48.9
Local	11.4	11.3	37.9	37.2	15.3	15.1	25.6	25.4

(All Columns Total 100.0%)

All of these questions are unanswered, but they indicate that 1949 promises to be an exciting one for the broadcast industry—and perhaps a decisive one in setting the pattern of future broadcast revenues.

To date, the economics of television have been weighted heavily on the investment side. The returns are not yet beginning to show up. Yet it is reasonable to assume that television revenues jumped to approximately $7,500,000 this year, from an estimated $500,000 in 1946! With more than 35 network advertisers now in the telecasting picture—and a rapidly expanding spot and local advertiser count, television is about to begin a revenue year that will probably reach surprisingly high totals for an industry still in its commercial infancy.

The settlement of program duplication problems with AFM early in the year has complicated the FM revenue picture. Many dual AM-FM operators are including FM transmission on a cost-free basis or as an added inducement to advertisers, while other FM operators are relying upon the estimated 4,000,000 FM homes for their appeal to advertisers. The increase in FM sets and AM-FM combination sets renders some logic, however, in assigning a part of broadcast advertising revenue to the FM stations. Available figures indicate that this total will fall short of $5 million.

This does not include FM in transit radio, another new star in the broadcast advertising constellation. At best, transit FM would gross somewhat more than a million dollars in its first year, a year of limited application of the new transit FM in metropolitan areas.

Business by Class of Stations

(Table III)

Regional stations captured almost half of the total revenues during 1948—48.9%, while clear channel and local stations split the remainder almost evenly between them. This is about the same distribution of time sales as occurred in 1947—with some drop-off in the clear channel station's portion, and an increase in the amount obtained by the regional stations.

Broken down into various types of advertising, there is the usual variation in revenues for each station type. National spot business is concentrated in the clear and regional channel stations, 40 and 48% respectively. In 1947, these two classes of stations each received 44% of the spot business. Local stations received about 11% in both years.

Local advertising was concentrated in the regional and local stations, with the former selling 50% of all local business by dollar volume, and the local stations 37.2%. In this case, too, the regional stations took a little larger slice of the advertising pie than in 1947.

Receipts from the sale of time to networks were split about the same in 1948 as in 1947. Again, regional stations took the most of the three classes, but not as large a share as in 1947. Clear channels showed some increase in this category, while local stations showed a slight drop.

Radio Gross Billings

(Tables IV & V)

Estimated gross billings for radio advertising time during 1947 were $596,644,000. Gross billings represent radio advertising volume at the one time card rate and therefore are of limited value in comparing radio advertising volume with other media. Discount structures vary greatly from medium to medium and comparisons of gross billings by no means accurately reflect media positions or trends.

Estimated gross billings for 1948 are given in Table IV and network and station billings for 1927-48 are given in Table V.

Comparison With Other Media

Eleven-month totals for 1948 show that newspaper advertising increased 13.0% from a comparable period in 1947. This increase is 3.3% less than last year's. Of the total about one third was national advertising, while the remainder was local.

Among the various classes of advertising, automotive reached the highest gain over 1947 with a 21.2% increase. No type of newspaper advertising showed a loss in dollar volume when measured against the same period last year.

Other major gains were registered by Retail, 14.9%; department stores, 14.8%; and Classified, 11.2%. In most categories, the increase shown this year was less than in the comparable period last year.

These figures are from Media

(Continued on page 14)

TABLE V

ESTIMATED RADIO GROSS BILLINGS 1927-1948

	(000's omitted)		
Year	National network	Others	Total
1927	$3,833	$987	$4,820
1928	10,227	3,873	14,100
1929	19,196	7,604	26,800
1930	27,694	12,806	40,500
1931	37,502	18,498	56,000
1932	39,107	22,793	61,900
1933	31,516	25,484	57,000
1934	42,659	30,228	72,887
1935	49.315	38,209	87,524
1936	59,671	47,880	107,551
1937	68,828	75,314	144,142
1938	71,728	78,390	150,118
1939	83,114	88,000	171,114
1940	96,456	123,344	219,800
1941	106,900	154,274	261,174
1942	118,200	167,280	285,480
1943	151,791	200,499	352,290
1944	190,677	256,033	446,710
1945	190,747	288,583	479,330
1946	193,010	319,400	512,410
1947	190,930	364,470	555,400
1948	199,748	396,996	596,644

XUM

It's an old
ROMAN CUSTOM
...but not ours!

We like laurels as much as the Romans—but not to rest on! Such laurels as the George Foster Peabody Award . . . the Advertising and Selling Gold Medal . . . and the citation of the National Council of English Teachers for "the program which did most to further listeners' understanding and appreciation of our literary heritage"...to mention a few we've received . . . are an incentive for us to continue to bring good theatre to radio . . . to make 1949 our most successful year.

"THEATRE GUILD on the AIR"

Every Sunday Night—ABC NETWORK

UNITED STATES STEEL

Records, Inc. 52-city summary of newspaper advertising linage.

Magazine advertising in 100 national magazine and 11 farm papers increased about 4%, according to one estimate. The comparable gain for 1947 was 6%. The increase in national linage has been repeated for six successive years.

Network Advertising by Class of Products

(Table VI)

Total network time sales by product groups showed about the same general distribution as in 1947. On the basis of a PIB report for the first nine months of 1948, the following changes can be assumed.*

Broadcasting's two major advertising groups, Drugs and Toilet Goods, and Food and Food Beverages, accounted for about the same percentage of total revenue as in 1947. Drugs and Toilet Goods dropped slightly, while Food and Food Beverages increased its share by about 1.4%. Dollar volume increased in both cases, however.

Tobacco, and Laundry Soap and Household Supply advertising accounted for 9.7% and 9.9% of total network revenues respectively. Laundry Soap and Household Supply advertising remained constant in dollar volume, but dropped about 1% in its share of the total network revenues, while Tobacco advertisers increased their budgets somewhat, and showed a 0.3% increase in share of total network advertising.

Among the remaining product groups there were some marked changes. Beer and Wine advertising on the networks dropped to half its former budget, accounting for only 0.5% of revenues against a 1.1% in 1947.

House Furniture and Furnishing manufacturers doubled their share of the total national network time, and now account for approximately 4.6% of all advertising. Confectionery and Soft Drink companies increased their dollar totals by one third to make up 3.6% of the total in 1948.

TABLE VI

Nation-Wide Network Gross Billings by Product Groups, 1947-48*

Product Group	1947 Gross Billings	1947 % Total	1948 Gross Billings	1948 % Total
1. Automotive Industry	$6,900,000	3.6%	$6,588,000	3.3%
2. Building Materials	2,485,000	1.3	2,196,000	1.1
3. Cigars, Cigarettes, Tobacco	18,082,000	9.4	19,366,000	9.7
4. Clothing & Dry Goods, Shoes & Leather Goods	1,454,000	0.7	1,198,000	0.6
5. Confections & Soft Drinks	5,085,000	2.7	7,187,000	3.6
6. Drugs & Toilet Goods	55,282,000	28.9	57,099,000	28.6
7. Financial & Insurance	5,477,000	2.9	5,199,000	2.6
8. Foods & Food Beverages	47,207,000	24.7	52,108,000	26.1
9. Garden & Field	201,000	2.6	799,000	0.4
10. House Furniture, Furnishings	4,863,000		8,385,000	4.2
11. Jewelry & Silverware	1,138,000	0.6	799,000	0.4
12. Lubricants, Fuel, etc.	5,796,000	3.0	5,391,000	2.7
13. Machinery, Farm Equipment, etc.	385,000	0.2	998,000	0.5
14. Paints & Hardware	99,000	0.1	399,000	0.2
15. Radios, Phonographs, etc.	1,770,000	0.9	1,597,000	0.8
16. Laundry Soaps & Household Supplies	20,691,000	10.8	19,765,000	9.9
17. Sporting Goods	143,000	3.7	799,000	0.4
18. Stationery & Publishers	6,804,000		3,993,000	2.4
19. Travel & Hotels	201,000	0.1	....	..
20. Beer & Wines	2,108,000	1.1	998,000	0.5
21. Miscellaneous	5,129,000	2.7	4,792,000	2.4
TOTALS	$191,300,000	100.0%	$199,648,000	100.0%

* Broadcasting estimates from Publishers Information Bureau 9 month totals.

Machinery and Farm Equipment advertising was more than doubled to reach a projected total of about a million dollars, or 0.5% of the 1948 total.

The automotive industry's radio budget remained virtually unchanged during the year, and consequently the share of network time purchases was slightly smaller in 1948 than in 1947. Clothing and Dry Goods, Shoes and Leather Goods advertising remained nearly constant, while Financial and Insurance institutions did a slightly smaller percentage of the total radio advertising.

Jewelry and Silverware advertising dropped almost a third in dollar volume, and Lubricants and Fuels category showed some decline. Paints and Hardware advertising increased, while Radio and Phonograph manufacturers spent about the same in both years.

The four big advertiser groups —Foods and Food Beverages, Laundry Soaps and Household Supplies, Drugs and Toilet Goods and Tobacco advertising—accounted for 74.3% of all network time sales.

---

* With the 1948 report there is a change in Publishers Information Bureau classification of product groups. Adjustments have been made to make 1948 totals comparable to 1947 insofar as possible.

Sherman & Marquette

ADVERTISING

CHICAGO · NEW YORK · HOLLYWOOD

THE *Nunn* STATIONS

Have Been Serving The South And Southwest For Many Years!

It takes years to build large and loyal audiences. Each Nunn Station has a large and growing audience due to years of excellent broadcasting. WLAP, Lexington, Kentucky was established in 1922, WCMI, Ashland, Kentucky—Huntington, West Virginia in 1935, WBIR, Knoxville, Tennessee in 1941, WMOB, Mobile, Alabama in 1939 and KFDA, Amarillo, Texas in 1939.

Each Nunn Station firmly believes that consistent promotion is a most necessary factor in successful broadcasting. A client's advertising schedule is a real investment and should have promotional aid to make such an investment pay dividends. Newspapers, direct mail, lobby displays, street signs, trade journals, air announcements, and other forms of promotion, are used on a year-round basis.

The Nunn Stations cover the populous, basic areas of their respective markets assuring the timebuyer of maximum coverage with minimum waste. For audience ratings, availabilities, coverage data and other specific information—please write the Managers—or John G. Ballard, National Sales Manager, Lexington, Kentucky—or call a John E. Pearson representative for information on WLAP, WBIR, WCMI and KFDA. On WMOB—ask a Branham Company representative.

KFDA
A NUNN STATION

HOWARD P. ROBERSON, Mgr.
ABC Affiliate
Amarillo, Texas

WBIR
A NUNN STATION

JOHN P. HART, Mgr.
ABC Affiliate
Knoxville, Tenn.

WCMI
A NUNN STATION

CHARLES C. WARREN, Mgr.
CBS Affiliate
Ashland, Kentucky
Huntington, W. Va.

WLAP
A NUNN STATION

J. E. WILLIS, Mgr.
ABC Affiliate
Lexington, Ky.

WMOB
A NUNN STATION

D. H. LONG, Mgr.
ABC Affiliate
Mobile, Alabama

THE NUNN STATIONS
Owned and Operated by GILMORE N. NUNN and J. LINDSAY NUNN

ABC AND MBS GROSS BILLINGS FOR 1948

AMERICAN BROADCASTING COMPANY

Gross Billing by Months

Month	1948	1947
January	$3,989,001	$3,577,008
February	3,792,256	3,241,101
March	4,076,207	3,568,895
April	3,997,640	3,453,150
May	4,045,384	3,628,602
June	3,488,474	3,377,565
July	2,793,180	3,470,190
August	2,787,805	3,376,483
September	3,164,857	3,656,012
October	4,279,369	4,203,034
November	3,908,034	3,903,944
December	3,981,169	4,092,073
Total	$44,303,376	$43,548,057

By Advertisers

General Mills Inc.	$ 4,666,348
The Procter & Gamble Co.	2,879.348
Philco Corp.	2,128,069
Swift & Company	2,112,742
Sterling Drug Inc.	2,025,268
The Quaker Oats Co.	1,973,205
Libby, McNeill & Libby	1,778,550
Toni Inc., Div. of Gillette Safety Razor Co.	1,714,040
Westinghouse Electric Corp. (Lamp Division)	1,318,029
U. S. Steel Corp. of Delaware	1,052,090
Kellogg Company	1,048,640
The Texas Company	1,029,210
Gillette Safety Razor Co.	894,669
Equitable Life Assurance Society of the U. S.	876,747
The Andrew Jergens Co.	804,832
Bristol-Myers Co.	770,003
The Norwich Pharmacal Co.	726,525
P. Lorillard Co.	700,500
Nash-Kelvinator Corp.	689,199
General Electric Co., Lamp Dept.	673,398
R. J. Reynolds Tobacco Co.	673,318
National Biscuit Co.	668,882
Curtis Publishing Co.	666,657
Seeman Brothers Inc.	636,551
Pacific Coast Borax Co.	615,225
Derby Foods Inc.	613,100
The Southern Cotton Oil Co.	595,940
Nestle's Milk Products Inc.	588,941
The Goodyear Tire & Rubber Co. Inc.	541,500
Pillsbury Mills Inc.	515,520
Universal Match Corp.	421,851
The Frank H. Lee Co.	404,195
Elgin-American (Div. of Illjnois Watch Case Co.)	378,942
Politicals	365,673
Carter Products Inc.	358,284
Noxzema Chemical Co.	328,002
The Christian Science Publ. Society	309,938
American Oil Co.	305,462
Assn. of American Railroads	298,560
America's Future Inc.	294,913
Standard Laboratories Inc. (Sub. of Wm. R. Warner Co. Inc.)	292,707
American Express Co.	287,154
U. S. Army Air Force Recruiting Service	278,338
Speidel Co.	262,269
Champion Spark Plug Co.	252,619
The Drackett Co.	248,573
United Electrical, Radio & Machine Workers of America	238,025
Farnsworth Television & Radio Corp.	213,362
John Hancock Mutual Life Insurance Co.	186,618
General Foods Corp.	177,552
Wine Growers Guild	171,576
Brotherhood of Railroad Trainmen	162,883
Eversharp Inc.	147,839
L. E. Waterman Co.	146,656
John Morrell & Co.	133,798
Arabian-American Oil Co.	133,242
Smith Brothers	128,086
Fruehauf Trailer Co.	125,497
Club Aluminum Products Co.	125,422
Bosco Co.	94,851
Swerl Products (Div. of Allied Chemical & Dye Corp.)	85,625
Kaiser-Frazer Sales Corp.	82,000
Richfield Oil Corp.	81,160
Paul F. Beich Co.	79,617
Reichhold Chemicals Inc.	73,054
First National Stores Inc.	71,440
Benjamin Moore & Co.	69,366
Whitehall Pharmacal Co.	69,183
Tucker Corp.	66,618
Revere Camera Co.	54,507
The Mantle Lamp Co. of America Inc.	40,273
Calif. Medical Assn.	32,688
Fisher Flouring Mills Co.	29,385
Stanley Home Products Inc.	23,842
General Motors Corp.	23,096
Wilson Sporting Goods Co.	22,380
"42" Products Ltd.	21,900
Consolidated Royal Chemical Corp.	20,677
Butler Packing Co.	19,616
Mode O'Day Corp.	17,684
Clary Multiplier Corp.	11,586
United Steel Workers of America	11,176
McKesson & Robbins Inc.	8,118
U. S. Sixth Army Command	7,512
Beauty Factors Inc.	7,248
William H. Wise & Co. Inc.	7,084
The Shontex Co.	6,288
Fisher Body Div. General Motors Corp.	4,134
Pacific Greyhound Lines	3,856
Clear Weave Stores Inc.	2,304
Total	$44,303,376

By Agencies

Dancer-Fitzgerald-Sample	$5,361,292
J. Walter Thompson Co.	3,891,292
McCann-Erickson	3,139,435
Batten, Barton, Durstine & Osborn	2,392,145
Compton Advertising	2,225,036
Hutchins Advertising Co.	2,128,069
Kenyon & Eckhardt	1,717,630
Foote Cone & Belding	1,714,040
Benton & Bowles	1,549,931
Kudner Agency	1,504,829
C. J. LaRoche & Co.	1,138,289
Warwick & Legler	1,090,109
William H. Weintraub & Co.	1,034,729
Knox Reeves Advertising	1,005 740
Maxon Inc.	980,298
Sherman & Marquette	834,916
Sullivan, Stauffer, Colwell & Bayles	814,372
Robert W. Orr & Associates	804,832
Doherty, Clifford & Shenfield	770,003
Lawrence C. Gumbinner Adv. Agency	726,525
Lennen & Mitchell	700,500
Geyer Newell & Ganger	689,199
William Esty Company	673,318
Needham, Louis and Brorby	613,100
Young & Rubicam	426,125
Schwimmer & Scott	421,851
Tatham-Laird	393,767
Weiss and Geller	378,942
Politicals	365,673
Leo Burnett Company	352,096
Roche, Williams & Cleary	347,214
H. B. Humphrey Co.	309 938
The Joseph Katz Co.	305,462
Andrew Gahagan Associates	294,913
J. M. Mathes Inc.	287,154
Gardner Advertising Co.	278,338
Cecil & Presbrey	262,269
MacManus, John & Adams	252,619
Weinstein & Co.	238,025
Buchanan & Company	226,362
Honig-Cooper Co.	171,576
William Von Zehle & Co.	162,883
The Biow Co.	147 839
Chas. Dallas Reach Co.	146,656
Henri, Hurst & McDonald	133,798
Zimmer-Keller	125,497
Morris F. Swaney	82,000
Hixson & Jorgensen	81,160
Olean Advertising Co.	79,617
John C. Dowd Inc.	71,440
St. Georges & Keyes	69,366
Roy S. Durstine Inc.	66,618
Brisacher, Van Norden & Staff	53 192
William Hart Adler	40,273
Swaney, Drake & Bement	33,016
Lockwood - Schackelford Adv.	32,688
Pacific National Adv. Agency	29 385
No Agency	23,842
Ewell & Thurber Assoc.	22,380
Arthur Meyerhoff & Co.	20,677
Glasser-Gailey Inc.	17,684
Wiltman & Callahan	11 176
Russell, Harris & Wood	7,512
The Wesley Assoc.	7,248
Huber Hoge & Sons	7,084
Fitz-Carlson-Cash	6,288
J. D. Tarcher & Co.	6,026
Beaumont & Hohman	3,856
Doherty Advertising Co.	1,920
Lester L. Wolff, Inc.	384
Total	$44,303 376

Estimated CBS Gross Billings	$62,091,400
Estimated NBC Gross Billings	$69,945,900

Detailed analyses not available

Chandu is back!

Now heard 67 stations

Don Lee Mutual

Intermountain Mutual networks

from Denver West

for White King Soap

Killing 'em

Available

from Denver East

RAYMOND R. MORGAN CO.

6233 HOLLYWOOD BLVD. HOLLYWOOD

By Product Classifications

Foods and Food Products	$15,981,823
Drugs and Toilet Goods	8,323,749
Radios, Refrigerators, Phonographs & Electrical Appliances	5,022,057
Laundry Soaps and Cleansers	2,692,843
Lubricants, Petroleum Products and Fuel	1,549,082
Cigars, Cigarettes and Tobacco	1,373,818
Publications	1,351,642
Household Furnishings and Accessories	1,123,142
Insurance	1,096,053
Automobiles, Trucks and Accessories	1,095,464
Steel	1,052,090
Jewelry and Accessories	787,867
Transportation and Travel	589,570
Confectioneries	501,468
Clothing and Dry Goods	424,183
News Programs Sponsored by Labor Unions	400,908
Politicals	365,673
Miscellaneous	297,446
Wines	171,576
Paints	69,366
Sporting Goods	22,380
Controversial Issues Programs	11,176
Total	$44,303,376

MUTUAL BROADCASTING SYSTEM

Gross Billings by Months

Monthly	Monthly	Cumulative
January	$2,072,002	$2,072,002
February	2,073,260	4,145,262
March	2,089,090	6,234,352
April	1,907,971	8,142,323
May	1,850,634	9,992,957
June	1,639,517	11,632,474
July	1,512,664	13,145,138
August	1,630,683	14,775,821
September	1,755,932	16,511,753
October	2,260,063	18,771,816
November	2,030,250	20,802,066
December	1,947,398	22,749,464

By Advertisers

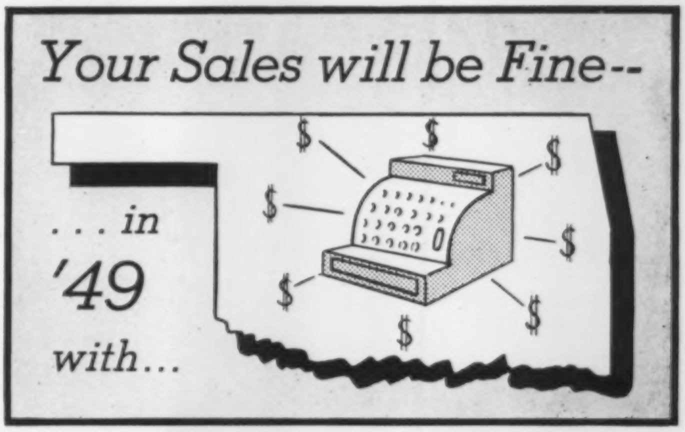
Ralston Purina Co.	$1,407,855
Philip Morris & Co. Ltd.	1,401,402
Bayuk Cigars Inc.	1,346,461
Miles Laboratories Inc.	1,301,106
Carter Products Inc.	1,195,913
Serutan Co.	1,165,487
General Motors Corp.	1,021,330
R. B. Semler Inc.	921,173
Kaiser-Frazer Corp.	889,996
Pharmaco Inc.	755,466
Mutual Benefit Health & Accident Association of Omaha	728,706
Quaker Oats Co.	706,415
General Foods Sales Co.	704,871
Ronson Art Metal Works	648,448
Cudahy Packing Co.	626,880
Williamson Candy Co.	526,246
Wander Co.	489,159
Helbros Watch Co.	477,938
Johns-Manville Corp	425,780
Shotwell Mfg. Co.	389,084
Lutheran Laymen's League	387,874
Noxzema Chemical Co.	327,674
Trimount Clothing Co.	319,083
Radio Bible Class	289,401
Gillette Safety Razor Co.	287,671
Voice of Prophecy	278,917
U.S. Tobacco Co.	258,532
Coca Cola Co.	247,583
National Council of Protestant Episcopal Churches	231,278
Christian Reformed Church	208,451
Piedmont Shirt Co.	207,325
Appalachian Coals Inc.	203,349
Revere Camera Co.	188,144
Mail Pouch Tobacco Co.	181,828
Musterole Co.	136,422
Barbasol Co.	131,111
Young Peoples Church of the Air	123,123
International Milling Co.	117,956
Philco Corp.	106,747
U.S. Army Recruiting Service	102,292
Armour & Co.	99,330
Democratic National Committee	98,765
Delaware, Lackawanna & Western Coal Co.	86,246
Fuller Foundations	69,002
Teen Timers Inc.	67,005
Peter Paul Inc.	64,217
Continental Pharmaceutical Corp.	60,802
Wilson Sporting Goods Co.	59,089
P. Ballantine & Sons	56,298
United Electrical Radio Machine Workers of America	55,829
George A. Hormel Co.	53,905
Volupte Inc	52,095
First Church of Christ Scientist	52,008
Curtis Publishing Co.	51,717
H. C. Cole Milling Co.	46,821
Republican National Committee	45,147
E. J. Brach & Sons Inc.	37,917
Doubleday & Co.	36,022
Progressive Party	32,767
Universal Carloading & Distributing Co.	31,200
R. J. Reynolds Tobacco Co.	29,686
Conti Products Co. Inc.	24,710
American Bird Products Inc.	24,057
Perfect Circle Co.	17,335
Mississippi Tabernacle	12,944
International Ladies Garment Workers	11,397
U.S. Rubber Co.	10,252
Pilot Radio Corp.	9,291
Shipstad & Johnson	5,215
Penn. Committee for Stassen	2,295
C.I.O. Political Action Committee	887
Grand Lodge of Free & Accepted Masons	656
Pepsodent Division—Lever Bros.	80
Total	$22,769,464

By Agencies

Cecil & Presbrey	$ 2,049,850
Ruthrauff & Ryan	1,921,219
Sullivan, Stauffer, Colwell & Bayles	1,523,587
Wade Advertising Agency	1,518,538
Gardner Advertising Co.	1,381,800
Wm. H. Weintraub & Co.	1,362,531
Neal D. Ivey Co.	1,348,756
Kudner Agency	1,279,862
Erwin Wasey & Co.	1,267,042
Roy S. Durstine Inc.	1,165,487
Benton & Bowles	704,871
Grant Advertising Agency	626,880
Swaney, Drake & Bement	531,811
Aubrey, Moore & Wallace	526,246
Hill Blackett Inc.	489,159
J. Walter Thompson Co.	482,078
Gotham Advertising Co.	387,874
Sherman & Marquette	355,614
Stanley G. Boynton Adv.	289,401
Maxon Inc.	287,671
H. B. Humphrey	283,286
Western Advertising	278,917
D'Arcy Advertising	247,583
Evans Associates	208,451
Haehnle Advertising	203,349
Roche, Williams & Cleary	188,144
Walker & Downing	181,828
Brown & Bowers	175,168
C. Wendel Muench & Co.	171,652
Batten, Barton, Durstine & Osborn	150,769
Crook Advertising Agency	117,956
Hutchins Advertising	106,747
Foote, Cone & Belding	99,410
Warwick & Legler	98,765
R. H. Alber Co.	69,002
Buchanan Co.	67,005
Platt-Forbes	64,217
Arthur Meyerhoff & Co.	60,802
Ewell & Thurber Assoc.	59,089
Moss & Arnold Co.	55,829
Hirshon-Garfield	52,095
Alpha Advertising Agency	44,787
Geo. H. Hartman Co.	37,917
Huber, Hoge & Sons	36,022
Fredrick Clinton Co.	32,767
Raymond Spector Inc.	31,200
Wm. Esty & Co.	29,686
Bermingham, Castleman & Pierce	24,710
Weston-Burnett	24,057
Henri, Hurst & McDonald	17,335
Marks & Neese	12,944
Furman & Heiner Co.	11,397
Campbell-Ewald Co.	10,252
Grey Advertising Agency	9,291
Smith Bull & McCreery	5,215
Kliuger Advertising Corp.	887
Direct	656
Total	$22,769,464

LEADING 20 AGENCIES IN NETWORK GROSS BILLINGS IN 1948

Dancer-Fitzgerald-Sample	$20,985,510
J. Walter Thompson Co.	10,399,023
Foote, Cone & Belding	9,474,328
Batten, Barton, Durstine & Osborn	9,245,141
Young & Rubicam	8,814,207
Benton & Bowles	8,750,818
Compton Advertising	7,774,349
Wade Advertising	6,242,239
McCann-Erickson	5,279,824
Newell-Emmett	5,185,747
Duane Jones Co.	5,075,384
Ward Wheelock Co.	4,762,320
Biow Co.	4,347,299
Ruthrauff & Ryan	4,240,810
Wm. Esty Co.	4,209,235
Sullivan, Stauffer, Colwell & Bayles	4,045,096
Kenyon & Eckhardt	3,094,580
Kudner Advertising	2,773,602
Knox Reeves Adv.	2,701,709
Ted Bates, Inc.	2,505,142


Your Sales will be Fine--
. . . in
'49
with...

ktok

Increased POWER & DIALING

1000 Kc.

5000 Day 1000 Nite

Covering One Million of the most prosperous people in America . . . You'll hear more of—

ktok

Affiliated ABC—Key Station—OKLAHOMA NETWORK

APCO TOWER—OKLAHOMA CITY, OKLA.

Represented by

TAYLOR-BORROFF

GEN'L OFFICES
360 N. Michigan
Chicago, Ill.
E. R. Borroff, General Manager

LOS ANGELES 13, CALIF.
411 W. 5th Street

DALLAS 1, TEXAS
315 Construction Bldg.

CHICAGO 1, ILL.
360 N. Michigan Avenue

SAN FRANCISCO 4, CALIF.
235 Montgomery St.

NEW YORK 18, N.Y.
500 5th Avenue

ATLANTA, GEORGIA
120 Marietta Street

1948 RADIO AUDIENCE ANALYSES

THE HOOPER METHOD

BASIC AUDIENCE data is obtained by C. E. Hooper Inc. through a 36-city telephone check, supplemented by a mail ballot survey which extends the measurement beyond the city-zone into station areas.

In each of the Hooper cities, where each of the four major networks have an outlet, interviewers constantly call homes during broadcast hours. From these repeated calls, the following information is gathered: Per cent of audience listening to radio; program choice; station identification; advertiser identity; number of persons in household listening.

The basic Hooperating is a figure which represents the per cent of total homes called in which persons are listening to a particular program. A 3.4 Hooperating indicated that 3.4% of the available radio audience in the sampling area is listening to a particular program.

These same interviewing techniques are used in the new television audience survey.

Reports are published every two weeks, and are a continuing service established in 1934. A city-by-city index is published which shows comparable data for network programs in each Hooper survey area.

THE NIELSEN METHOD

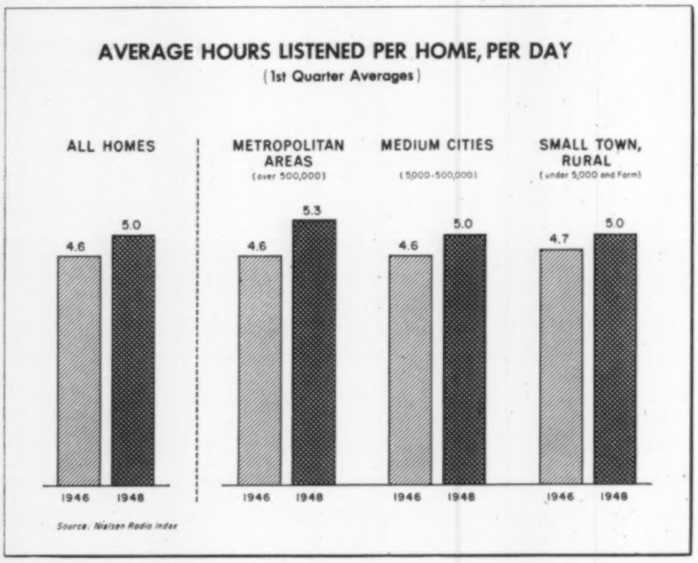
THE NIELSEN Radio Index is compiled by an electronic device, known as the Nielsen Audimeter. This device records use of radio, (AM & FM) and television sets automatically, and the information thus transcribed is automatically decoded to become the Nielsen Radio Index.

From this basic index, the following measurements are derived: Homes using radio; total audience; average audience per program; homes per dollar; audience turnover and audience flow; frequency of listening, and other basic radio audience information.

Area sampling, a method developed in close collaboration with the U. S. Bureau of the Census, is utilized by the Nielsen Radio Index in placing audimeters in 1500 homes and over 2000 receivers.

Through the use of a new Mailable Audimeter (see illustration page 21) the Nielsen Co. now receives its information direct from the sample homes. A small removable package, the size of a cigarette container, holds the tape recorder information. The Nielsen Radio Index Reports are made available weekly.

CHART I



Source: Nielsen Radio Index

RADIO CONTINUED to increase its popularity in the American home in 1948. More than one million radio and television sets were sold in 1948—343 AM stations, 326 FM stations and 31 TV stations began commercial broadcasting during the year.

Was radio spreading itself too thin?

Was there a change in American radio listening habits?

How fast was the television audience growing?

Radio researchers have sought to find the answers for 1948. The results, based on the findings of the Hooper and Nielsen methods, are outlined exclusively in this BROADCASTING *Yearbook*.

Who Listened?

Audience size was bigger and radio usage was greater in 1948. The number of radio homes increased from 33,998,000 in January 1946 to 37,673,000 in January 1948 (BMB) or an overall increase of 11% in potential radio audience.

For all homes, average daily listening per home increased 30 minutes (5.1 hours as compared with 4.6 for 1946) according to the Nielsen Radio Index. The trend of radio usage in metropolitan areas (over 500,000 population); Medium cities (5,000-500,000 population) and small-town rural (under 5,000 and farm) is shown in **Chart I (Nielsen)**. Whereas in 1946 the rural areas accounted for the highest level of listening, in 1948 it was the urban areas that achieved that level. The urban areas also showed the largest increase in listening.

Did the increase in the number of new stations divide the audience causing the average network advertiser to get less for his money in terms of delivered audience? Nielsen research shows that in spite of the greatly increased number of stations, the average sponsored network program reached 12% *more* homes in 1948 than in a comparable period for 1946. The average network advertiser is reaching a greater number of radio homes per broadcast.

Sets-in-Use

This year, Hooper reported the highest Sets-in-Use percentage since 1941, immediately following Pearl Harbor. In January, February, and March, 1948, the 35.0 sets-in-use figure is a peacetime high. Charts II and III (page 20) show these evening and daytime figures. The Evening Average Sets-in-Use Index for 1948 is above 1946 and 1947.

The July 30th and August 15th Reports with Evening Sets-in-Use figures of 19.3 and 21.0 respectively are considerably higher than 1947 and 1946. Night baseball broadcasts may have been in part responsible for this increase. With the exception of the January 15th average Sets-in-Use figure of 34.6 which was equal to January 15, 1947, and the April 30th of 29.5 which was 1.2 less than 1947, 1948 has been above 1947.

Daytime Sets-in-Use 1948 were higher than 1947 with the exception of the October 15th Report which was down 1.0. 1948 was considerably higher than 1946 during the entire year.

Though the total homes reached by network programs showed this two-year increase; the per cent of total audience listening to the average network sponsored *evening* program declined in the same period according to Hooper.

Increased competition among networks and from independent stations is reflected in the Hooper survey of average listenership to evening network sponsored programs. In spite of the increased number of radio sets in use reported for 1948, the average network program did not show corresponding increase in listenership.

The 1948 Average Ratings, March 15th, equalled 1947 and both were higher than 1946. July 15, 1948 saw the Average Rating drop to a new low 4.6%, 0.3% less than 1947, and 0.9% less than 1946. By November

(Continued on page 20)

Top 15 Evening Hooperatings

(October 30, 1948)

	Hooperating	Oct. 30, 1947 Position	Oct. 30, 1946 Position
Walter Winchell*	23.1	6	6
Radio Theatre	22.5	5	8
Fibber McGee & Molly	22.0	3	1
Jack Benny *	21.9	7	9
Bob Hope	21.1	1	3
My Friend Irma	18.2	14	not on
Duffy's Tavern	17.6	17	16
Arthur Godfrey's Talent Scouts	17.2	19	not on
Fred Allen	16.9	2	5
Phil Harris-Alice Faye	15.8	11	not on
Crime Photographer	15.6	42	55
Bob Hawk	15.2	27	17
Mr. District Attorney	14.8	12	11
Charlie McCarthy	14.7	4	2
People Are Funny	14.5	22	50
Burns & Allen	14.5	13	28

---

* Includes Second Broadcast

Top Ten Daytime Hooperatings

(October 15, 1948)

	Hooperating	Oct. 15, 1947 Position	Oct. 15, 1946 Position
When A Girl Marries	8.2	1	1
Portia Faces Life	6 6	23	2
Young Widder Brown	6.5	8	6
Grand Slam	6.4	21	41
Romance of Helen Trent	6.2	9	19
Arthur Godfrey (Average)	6.2	26	not on
Our Gal, Sunday	6.2	3	9
Stella Dallas	6.1	18	15
Aunt Jenny	5.8	5	10
Ma Perkins (CBS)	5.8	7	4

WHEN TEXANS BUY THEY BUY **QUALITY**

"... whether it's football or a symphony, TQN programs have the stamp of quality."

(A College Girl)

"... when I hear it advertised on a TQN program I know the product or service is dependable. . ."

(A Business Man)

16 YEARS OF CONTINUOUS PROGRAMMING TO THE PEOPLE OF THE SOUTHWEST

... assures the advertiser of COMPLETE COVERAGE of the Southwest market. Year in, year out — the door to greater sales is wide open via

... TQN programs give us farmers and stockmen valuable information as well as grand entertainment the year 'round. . ."

(A Farmer)

"... my whole family thinks TQN programs are mighty fine, and we thank the sponsors who make them possible. . ."

(A Housewife)

WOAI SAN ANTONIO

KPRC HOUSTON

KRIS CORPUS CHRISTI

TQN

WFAA DALLAS

KVAL BROWNSVILLE

KTBS SHREVEPORT

TEXAS QUALITY NETWORK

15th the Average Evening Rating had pulled back up to 9.8% to equal 1947, but slightly less than 1946.

COMPARISON OF AVERAGE RATINGS

Sponsored Evening Programs

Program Hooperatings	**Ratings 1946**	**1947**	**1948**
March 15th	9.9	11.4	11.4
July 15th	5.5	4.9	4.6
November 15th	10.2	9.8	9.8

Top-Ranking Programs

There was a consistency of audience preference demonstrated in the top-ranking evening programs in 1948.

Eleven of the First Fifteen in 1948 were among the First Fifteen in 1947, and all were on the air in 1947; eight were among the First Fifteen in 1946. Only three of this year's First Fifteen (October 30th) were not on the air in 1946.

The Top Ten Daytime Programs as of the October 30, 1948 Network Program Hooperatings and their positions of rank in 1946 and 1947 are shown in the listing below. Only 4 of the Top Ten were for the comparable period in 1947, while six were in the Top Ten in 1946 for the same period.

TV Audience

The measurement of the television audience during this first year has been limited to the Metropolitan New York area, and for specified evening and daytime hours. Based on the Hooper telephone coincidental it provides typical, comparable audience measurements.

The Top Ten Sponsored Television Programs from the New York City Teleratings Report, for November, 1948 are:

1. Texaco Star Theatre	80.7
2. Toast of the Town	51.8
3. We, the People	46.4
4. Small Fry Club (Thurs.)	36.5
5. Amateur Hour	31.9
6. Kraft Television Theatre	30.2
7. Chevrolet on Broadway	29.9
8. Americana	28.6
9. Bigelow-Winchell	25.4
10. NBC Symphony	24.5

CHART II

Hooper Basic Audience Trends

SETS - IN - USE INDEX - DAYTIME

December 15, 1945 thru November 15, 1948

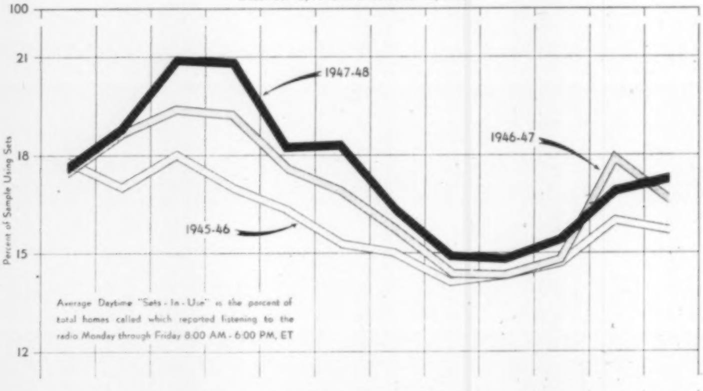
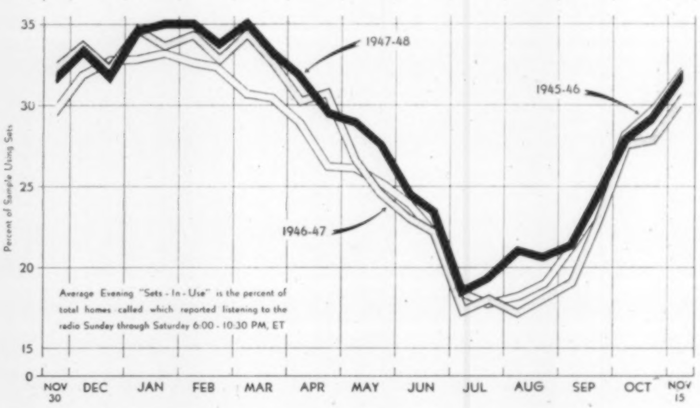


CHART III

Hooper Basic Audience Trends

SETS - IN - USE INDEX - EVENINGS

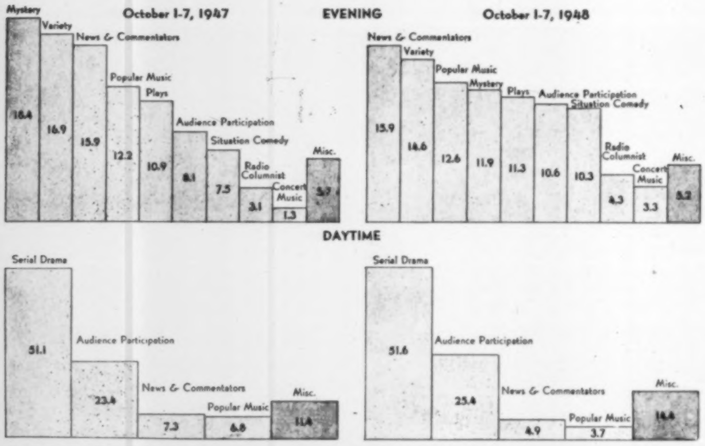
November 30, 1945 thru November 15, 1948



Without detracting from television's accomplishments or potentials, its very high audience ratings illustrated in the Hooper reports are probably as much the result of its fascinating novelty as of the level of its program appeal.

CHART IV

DISTRIBUTION OF "NATIONALLY" SPONSORED NETWORK TIME BY PROGRAM TYPES



Program Types

The Hooper and Nielsen organizations have provided excellent analyses of programming information. In the one case (Chart IV, Hooper) **the amount of time** devoted evenings and Sundays to program types is charted for 1947 and 1948. On the other hand, the Nielsen Radio Index shows the **listener's preferences** for different program types, and how these preferences have changed since 1946. (Chart V, Nielsen)

Changes in types of evening programs were higher than in previous years. Concert Music which occupied only 1.3% of the total evening sponsored time in 1947 had the largest increase—153.8%. Mystery programs which occupied the greatest percentage of sponsored time in 1947 showed the largest loss, down 35.3%. Only one type remained constant, News and Commentators, with 15.9% of total evening sponsored time, both 1947 and 1948.

Other program types registering gains in 1948 were Audience Participation, up 30.9%; Situation Comedy, up 37.3%; Plays, up 3.7%; Radio Columnists, up 38.7%; and Popular Music, up 3.3%. Losses by types other than Mystery were shown by Variety, down 13.6%; and Miscellaneous, down 8.8%.

In the daytime program types gains were registered by Serial Drama, up 1.0%; Audience Participation up 8.5%; and Miscellaneous up 26.3%. Popular Music showed the largest loss, down 45.6%; while News and Commentators was down 32.9%.

The Nielsen index shows that even though the amount of concert music broadcast in the evening on the networks was greater, listenership to the average radio concert was down 1%. Variety shows, which occupied 13.6% less time in 1948 also showed a 4% drop in average listenership since 1946.

Evening broadcasts of popular music showed a 3.3% time increase and listenership increased 11%. The number of mystery drama shows on the air fell off one-third—listenership to the remaining shows remained nearly constant, but a 1% drop.

Other comparisons can be made from Charts IV and V.

Political Broadcasts

Presidential candidates used radio extensively in the surprising 1948 campaign. Radio director Kenneth Fry of the victorious Democratic Party credited radio with a big assist in the turning of the tide to Truman. The Democrats used disc shows, jingles and major network programs to put Harry Truman in the White House.

Both candidates did well on radio—but none reached or attempted to reach the four-network Hooper of 44.8 which the late Franklin Delano Roosevelt scored on his election eve broadcast in 1944.

Here are the Hooperatings for the candidates in 1948.

Dewey:

Sept. 20 CBS-MBS, 10-10:30 P.M.	12.3

Truman:

Oct. 6 NBC, 9:30-10:00 P.M.	8.2

Wallace:

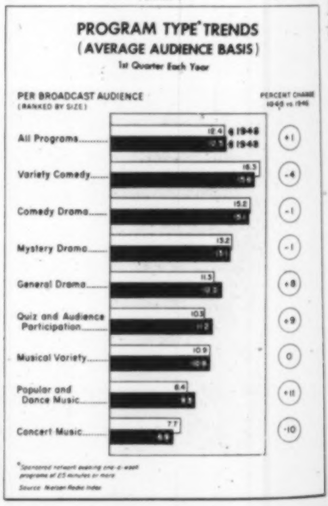
Oct. 18 10:30-45 P.M.	4.6

CHART V

PROGRAM TYPE* TRENDS

(AVERAGE AUDIENCE BASIS)

1st Quarter Each Year



*Sponsored network evening once-a-week programs of 25 minutes or more

Source: Nielsen Radio Index

Neilsen reports the following figures for election broadcasts:

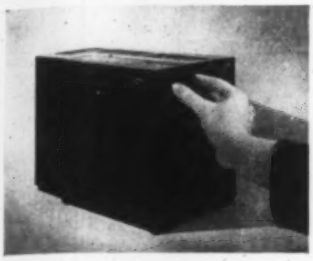
	Audience Total	Audience Average
Truman:		
Sept. 6 NBC 1:30-2:00 P.M.	6.2	4.5
Oct. 6 NBC 9:30-10 P.M.	16.5	8.9
Oct. 23 NBC 9-9:30 P.M.	14.3	8.3
Dewey:		
Sept. 20 (CBS-MBS) 10-10:30 P.M.		
CBS	15.9	9.6
MBS	5.0	3.4
Wallace:		
Oct. 17 MBS 1:30-1:45 P.M.	3.6	2.3
Oct. 20 CBS 10:30-10:45 P.M.	2.7	2.1
*Oct. 22 MBS 9:15-9:30 P.M.	1.7	Less than 1.0

---

*This broadcast on limited network—available to only 58% of audimeter sample.

Quiz Shows

An important factor in 1948 radio was the "Quiz and Audience Participation" type of program. Chart No. V presents some interesting and significant comparisons of this type of show with other kinds of radio entertainment. The "Quiz Show" has apparently done a real job—enjoying an over-all increase of 9% for **average audience rating** as compared with an increase of 1% for all program types, according to Nielsen.



THE NIELSEN AUDIMETER showing removable cartridge for mailing.

"Give-Away" Shows

Nielsen also provides some helpful information on audiences to the highly disputed give-away programs. For instance, what was the relative difference in audience size between "telephone" and "non-telephone" homes? In the case of two specific giveaway programs the audience size difference ranges from 25-37% less listenership in non-telephone homes.

A Year of Growth

A levelling off of listenership to network programming is indicated in a comparison of 1947-48 figures. If more complete data were available it would be easier to judge the effect of the political campaign and the increased number of independent outlets on network listenership.

There is evidence that the networks are changing program patterns in an effort to meet the impending television competition, and to strengthen their competitive positions. The result should be increasingly improved programming and better radio entertainment all-around.

The outstanding fact, however, is that network listening has increased 1%, and, in light of the increasing competition from all forms of broadcasting, this is a real achievement.

Audience response to television programming has been excellent to date. Research here is in its infancy, and the audience is still small enough, and limited to some degree in character, so that significant conclusions are hard to reach. Next year's estimated 1,250,000 set production will bring television up to an authoritative position in the media field.

AM, FM, TV OPERATING STATIONS IN THE U. S.

(From records of FCC)

Date	No.
Jan. 1, 1922	30
March 1, 1923	556
Oct. 1, 1924	530
June 30, 1925	571
June 30, 1926	528
Feb. 23, 1927	733
July 1, 1928	677
Nov. 9, 1929	618
July 1, 1930	612
July 1, 1931	612
Jan. 1, 1932	608
Jan. 1, 1933	610
Jan. 1, 1934	591
Jan. 1, 1935	605
Jan. 1, 1936	632
Jan. 1, 1937	685
Jan. 1, 1939	764
Jan. 1, 1940	814
Jan. 1, 1941	882
Jan. 1, 1942	923
Jan. 1, 1943	917
Jan. 1, 1944	912
Jan. 1, 1945	943
Jan. 1, 1946	1,004
Jan. 1, 1947	1,520
Jan. 1, 1948	1,962
Jan. 1, 1949	2,662

NOTE: As of January 1, 1949, stations affiliated with four major networks as follows: ABC 272; CBS 179; MBS 519; NBC 170. As of January 1, 1949, there were 700 FM stations on the air, and 50 television stations. (See chart page 22).

MORE POWER AND A BETTER PLACE ON THE DIAL!
In 1949 we move to

550 600 680 700 750

KILOCYCLES
with 10,000 watts
—and that means more SELLING POWER for advertisers using

Baltimore's Listening Habit

•

John Elmer, President
George H. Roeder, General Manager

WCBM

Mutual Broadcasting System

Exclusive National Representatives
WEED & COMPANY
NEW YORK, CHICAGO, BOSTON, DETROIT, ATLANTA, HOLLYWOOD, SAN FRANCISCO

RETAIL RADIO SALES IN THE UNITED STATES, 1922-1948

(Compiled for the 1949 BROADCASTING YEARBOOK by O. H. Caldwell, Editor of "Tele-Tech.")

	Total Sets Sold		Total Tubes Sold		Auto Sets Sold		Total Sales of Broadcast Receivers, Tubes, Batteries, Parts	Homes with Radio Sets	Auto Sets in Use	Total Radio Sets in Use in U. S.
	Number	*Value*	*Number*	*Value*	*Number*	*Value*	*Value*	*Number*	*Number*	
1922	100,000	$5,000,000	1,000,000	$6,000,000	......	....	$60,000,000	[2] 60,000	....	[1] 400,000
1923	550,000	15,000,000	4,500,000	12,000,000	......	....	136,000,000	1,000,000	....	[1] 1,100,000
1924	1,500,000	100,000,000	12,000,000	36,000,000	......	....	358,000,000	2,500,000	....	3,000,000
1925	2,000,000	165,000,000	20,000,000	48,000,000	......	....	430,000,000	3,500,000	....	4,000,000
1926	1,750,000	200,000,000	30,000,000	58,000,000	......	....	506,000,000	5,000,000	....	5,700,000
1927	1,350,000	168,000,000	41,200,000	67,300,000	......	....	425,600,000	6,500,000	....	7,000,000
1928	3,281,000	400,000,000	50,200,000	110,250,000	......	....	690,550,000	7,500,000	....	8,500,000
1929	4,428,000	600,000,000	69,000,000	172,500,000	......	....	842,548,000	9,000,000	....	10,500,000
1930	3,827,800	300,000,000	52,000,000	119,600,000	34,000	$3,000,000	496,432,000	12,048,762	....	13,000,000
1931	3,420,000	225,000,000	53,000,000	69,550,000	108,000	5,940,000	300,000,000	14,000,000	100,000	15,000,000
1932	3,000,000	140,000,000	44,300,000	48,730,000	143,000	7,150,000	200,000,000	16,809,562	250,000	18,000,000
1933	3,806,000	180,500,000	59,000,000	49,000,000	724,000	28,598,000	300,000,000	20,402,369	500,000	22,000,000
1934	4,084,000	214,500,000	58,000,000	36,600,000	780,000	28,000,000	350,000,000	21,456,000	1,250,000	26,000,000
1935 [2]	6,026,800	330,192,480	71,000,000	50,000,000	1,125,000	54,562,500	370,000,000	22,869,000	2,000,000	30,500,000
1936 [2]	8,248,000	450,000,000	98,000,000	69,000,000	1,412,000	69,188,000	500,000,000	24,600,000	3,500,000	33,000,000
1937 [2]	8,064,780	450,000,000	91,000,000	85,000,000	1,750,000	87,500,000	537,000,000	26,666,500	5,000,000	37,600,000
1938 [2]	6,000,000	210,000,000	75,000,000	93,000,000	800,000	32,000,000	350,000,000	28,000,000	6,000,000	40,800,000
1939 [2]	10,500,000	354,000,000	91,000,000	114,000,000	1,200,000	48,000,000	375,000,000	28,700,000	6,500,000	45,300,000
1940 [2]	11,800,000	450,000,000	115,000,000	115,000,000	1,700,000	60,000,000	584,000,000	29,200,000	7,500,000	51,000,000
1941 [2]	13,000,000	460,000,000	130,000,000	143,000,000	2,000,000	70,000,000	610,000,000	29,700,000	8,500,000	56,000,000
1942 [2]	4,400,000	154,000,000	87,700,000	94,000,000	350,000	12,250,000	360,000,000	30,800,000	8,750,000	59,340,000
1943 [2]	[3] 700,000	[3] 24,000,000	17,000,000	19,000,000	....	....	60,000,000	[4] 32,500,000	8,000,000	57,000,000
1944	....	....	22,000,000	25,000,000	....	....	70,000,000	[5] 33,100,000	7,000,000	55,000,000
1945	500,000	20,000,000	30,000,000	35,000,000	....	....	105,000,000	34,000,000	6,000,000	56,000,000
1946	14,000,000	700,000,000	170,000,000	200,000,000	150,000	9,000,000	825,000,000	35,000,000	6,000,000	60,000,000
1947	17,000,000	800,000,000	220,000,000	260,000,000	2,500,000	150,000,000	1,100,000,000	37,000,000	9,000,000	66,000,000
1948	14,000,000	600,000,000	200,000,000	230,000,000	2,800,000	200,000,000	950,000,000	40,000,000	11,000,000	74,000,000

[1] Includes home-built sets.

[2] Figures for sets include value of tubes in receivers. Totals include exports. In normal years, replacement tubes have run from 25% to 40% of total tube sales. All figures are at retail value.

[3] Based on Survey of Consumer Requirements, made at the request of the War Production Board Office of Civilian Requirements by the Bureau of the Census, U. S. Dept. of Commerce, Dec. 1943 (BROADCASTING, Dec. 20, 1943). Estimate of 700,000 sets sold includes 350,000 new and 350,000 used sets.

[4] Based on WPB Survey of Consumer Requirements (BROADCASTING, Dec. 20, 1943).

[5] Based on NAB estimate which includes homes possessing a usable radio set in any condition either working or temporarily not working because of missing tube or other part.

DELIVERING A TREMENDOUS 3-CITY MARKET:

BEAUMONT - ORANGE - PORT ARTHUR and the Rich Gulf Coast Area.

Now 5000 Watts

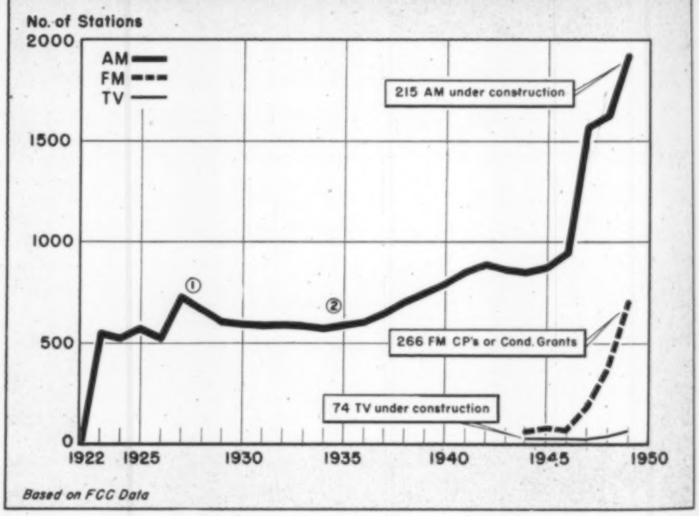
DAY and NIGHT — 560 Kilocycles

KFDM

Studios at Beaumont, Texas

Affiliated with
AMERICAN BROADCASTING CO.
and the
LONE STAR CHAIN
Represented By FREE and PETERS, INC.
Orange
Beaumont
Port Arthur

Growth of AM, FM, TV Stations in the U.S.



Based on FCC Data

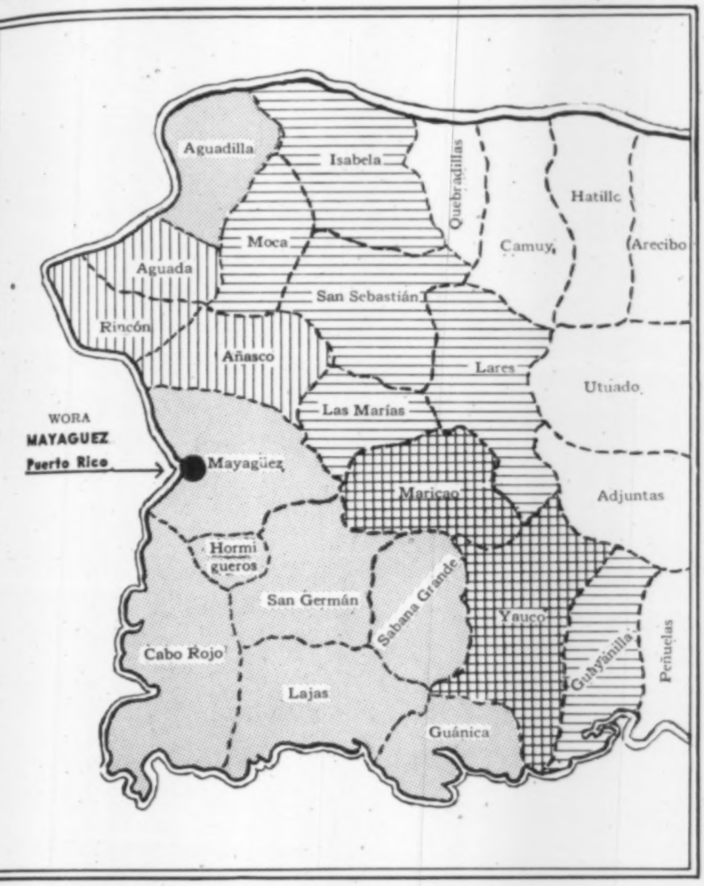
1 Federal Radio Commission took over regulation from Dept. of Commerce Feb. 23, 1927.

2 Federal Communications Commission took over regulation from Federal Radio Commission July 11, 1934.

On the air January 1, 1949: 1912 AM, 700 FM, 50 TV. (See table, page 21)

More News of All Radio
AM — FM — TV in
BROADCASTING Magazine

WORA OF MAYAGUEZ COVERS WESTERN PUERTO RICO.


Aguadilla
Isabela
Quebradillas
Hatillo
Camuy
Arecibo
Moca
Aguada
San Sebastián
Rincón
Añasco
Lares
Utuado
Las Marias
WORA
MAYAGUEZ
Puerto Rico
Mayagüez
Maricao
Adjuntas
Hormigueros
San Germán
Sabana Grande
Yauco
Cabo Rojo
Guayanilla
Peñuelas
Lajas
Guánica

COVERAGE DETERMINED IN ACCORDANCE WITH THE NAB RECOMMENDED STANDARDS

Coverage levels determined from 29,969 pieces of regular station mail received from April 1 to August 31, 1948. Using the Municipality (County) of Mayaguez, Puerto Rico, as a base, a ratio of mail per thousand population (1940 Census) was established.

▒ } **PRIMARY** { INTENSE (50% or better of base ratio)
▥ EXCELLENT (25% or better of base ratio)
▦ **SECONDARY** GOOD (10% or better of base ratio)
▤ FAIR (.01% or better of base ratio)

MARKET DATA	Population 1940 Census	1946 Radio Homes	Total 1944 Retail Sales 000's omitted
All Puerto Rico	1,878,653	129,106	$145,607.
Served by WORA	734,366	25,550	30,975.
WORA influence			
Primary area	257,666	19,906	20,212.
Secondary area	41,005	1,699	3,034.
Fair area	435,695	3,945	7,728.

The WORA market area has 39% of the population, 20% of all radio homes, 19% of all electric refrigerators and 21% of all retail sales.

Exclusive Advertising Representatives in the United States and Canada:

MELCHOR GUZMAN COMPANY, INC.
45 Rockefeller Plaza Circle 7-0624 New York 20, N. Y.

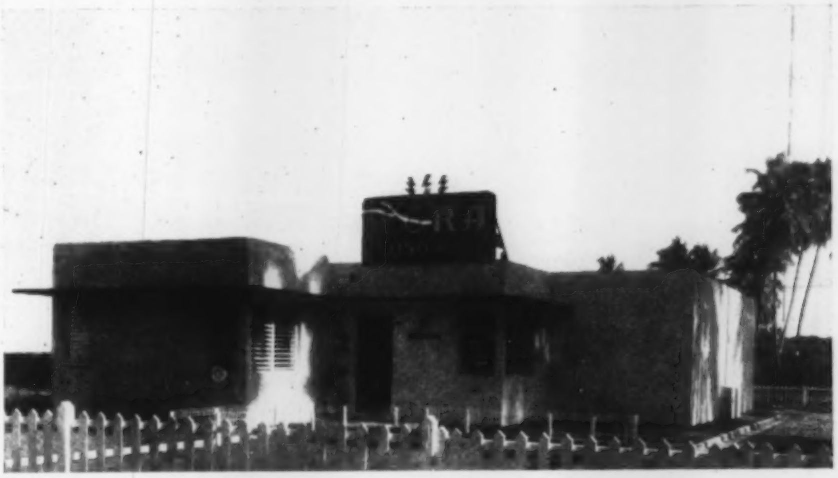
LIST OF AMERICAN ADVERTISERS ON WORA

FORD
DON Q RUM
FRIGIDAIRE
RED SEAL RICE
4711 TOILET PREPARATIONS
DREFT
CAMEL CIGARETTES
NORTHCOOL SUITS
PONCE CEMENT
SEVEN UP
CORONA BEER
ROYAL CROWN COLA
PERTUSSIN
MOBILOIL
FIRESTONE
LIBBY McNEILL & LIBBY
VICKS
QUINA LAROCHE TONIC
PHILLIPS RADIOS
INTERNATIONAL HARVESTER
RINSO
LIFEBUOY
COLLINS MACHETES & AXES
ALKA SELTZER

The WORA Area Produces

SUGAR
SALT *
BEER
NEEDLECRAFT *
RUM
CANDY
HATS

** The WORA area produces 100% of the Salt and needlework of the Island.*



The WORA Area is the Home of

$24,000,000 Power and Irrigation Project; University of Puerto Rico, (College of Agriculture and Mechanical Science.)

Executive and Staff Personnel of the Federal Communications Commission

Headquarters Office: New Post Office Bldg., Washington 25, D. C., Phone Executive 3620

(For Field Offices and Staffs see Page 26)

Commissioners and Assistants

ALBERT WAYNE COY, Chairman
(Democrat: Term 1947-1951)
Assumed office December 29, 1947
Assistant to the Chairman: Earl Minderman
Confidential Assistant: Farrell McGonigal
Secretaries: Johanna Oswald, Helen Wisher
Clerk: Grace Miner

PAUL ATLEE WALKER, Vice Chairman
(Democrat: Term 1946-1953)
Assumed office July 11, 1934
Confidential Assistant: Phyllis Hancock
Secretary: Josephine L. Curren
Clerk Stenographer: (Vacancy)

FRIEDA BARKIN HENNOCK
(Democrat: Term 1948-1955)
Assumed office July 6, 1948
Confidential Assistant: Stanley S. Neustadt
Secretary: Rita Lanier
Clerk Stenographer: Mary Boesche

ROSEL HERSCHEL HYDE
(Republican: Term 1946-1952)
Assumed office April 17, 1946
Confidential Assistant: Minnie Sparks
Secretary: Vera F. Nordness
Clerk Stenographer: Mollie V. Burgess

ROBERT FRANKLIN JONES
(Republican: Term 1947-1954)
Assumed office September 5, 1947
Confidential Assistant: Elizabeth L. Dannelly
Secretary: Mary R. Moose
Clerk Stenographer: Esther Blanford

GEORGE EDWARD STERLING
(Republican: Term 1948-1950)
Assumed office January 2, 1948
Confidential Assistant: Neva Bell Perry
Secretary: (Vacancy)
Clerk Stenographer: Catherine Lane

EDWARD MOUNT WEBSTER
(Independent: Term 1947-1949)
Assumed office April 10, 1947
Confidential Assistant: Arnold A. Ulin
Secretary: Ruth T. Koppialky
Clerk Stenographer: Dolly H. Snyder

Bureau of Law

BENEDICT P. COTTONE, *General Counsel*
Secretary: Fausta M. Puffenberger

JOSEPH M. KITTNER, *Asst. to the General Counsel*
Secretary: Florence Stretch

HARRY M. PLOTKIN, *Asst. General Counsel*
(Broadcast Division)
Secretary: Margaret Cureton
Assistant: David H. Deibler

MAX GOLDMAN, *Acting Asst. General Counsel*
(Litigation and Administration Division)
Secretary: Elizabeth Kaplan

HAROLD J. COHEN, *Asst. General Counsel*
(Common Carrier Division)
Secretary: L. Grace Klein

LESTER W. SPILLANE, *Asst. General Counsel*
(Safety & Special Services Division)
Secretary: Bernice E. Hase

WILLIAM H. BAUER, *Chief of Technical Section*

BROADCAST DIVISION

New and Changed Facilities Branch (Standard)—Edward F. Kennehan, *Chief of Branch;* Dwight D. Doty, Forest L. McClenning, Howard Schellenberg, Robert J. Rawson.

New and Changed Facilities Branch (FM)—Hilda D. Shea, *Chief of Branch;* E. Theodore Mallyck, Max D. Paglin, David S. Stevens.

Television Broadcast Branch—John E. McCoy, *Chief of Branch.*

Transfers Branch—Walter R. Powell, *Chief of Branch;* C. Lamont Griffith, H. Gifford Irion, Sol Schildhause.

Review Branch—Parker D. Hancock, *Chief of Branch;* Tyler Berry, Frederick W. Ford, Sylvia Kessler, Joseph N. Nelson.

Motions and Rehearings Branch—Robert H. Alford, *Acting Chief of Branch.*

Renewals and Revocations Branch—Walter B. Emery, *Chief of Branch;* Max H. Aronson, Arthur Scheiner.

LITIGATION AND ADMINISTRATION DIVISION

Litigation and Legislation Branch—Richard A. Solomon, *Chief of Branch;* Paul Dobin, Thomas H. Donahue, John D. Edgerton, Mary Jane Morris, Robert Greenberg.

Administration Branch—A. Harry Becker, *Chief of Branch;* Dee W. Pincock, Erich Saxl, Maurice W. Wihton. Raymond Lewis (Investigator).

Field Branch—Charles Hubert, 90 Church St., New York; Joseph Brenner, 100 McAllister St., San Francisco.

COMMON CARRIER DIVISION

Asst. Chief of Division—Jack Werner.

Rate Branch—(Vacancy) *Chief of Branch;* Robert W. Hudson, Herbert Sharfman, Edwin S. Smith Jr.

International Branch—(Vacancy) *Chief of Branch;* Donald J. Berkemeyer, Asher E. Ende.

Domestic Wire Branch—Bernard Strassburg, *Chief of Branch;* Annie Neal Huntting, Martin Levy, Pasquale W. Valicenti.

Domestic Radio Branch—Arthur A. Gladstone, *Chief of Branch;* J. Russell Smith.

SAFETY AND SPECIAL SERVICES DIVISION

Emergency, Experimental and Miscellaneous Branch—Benito Gaguine, *Chief of Branch;* Julian P. Freret, Violet L. Haley, David S. Landis.

Marine, Operator and Amateur Branch—George MacClain, *Chief of Branch;* Irving Brownstein, Robert M. Fenton, John E. Wicker.

Aviation and General Mobile Branch—Marshall S. Orr, *Chief of Branch;* Douglas A. Anello, Margaret M. Connolly, John H. McAllister.

Bureau of Engineering

JOHN A. WILLOUGHBY, *Acting Chief Engineer*
Secretary: Estelle Bunn

WILLIAM N. KREBS, *Asst. Chief Engineer*
(Marine Radio and Safety Division)
Secretary: Willie C. Herbert

GEORGE S. TURNER, *Asst. Chief Engineer*
(Field Engineering and Monitoring Division)
Secretary: Genevieve Posnak

MARION H. WOODWARD, *Asst. Chief Engineer*
(Common Carrier Division)
Secretary: Annie Belle Bischoff

OFFICE OF CHIEF ENGINEER

Virgil R. Simpson, *Asst. to the Chief Engineer*
Secretary: Mary A. Ellis

Ralph J. Renton, *U. S. Member, North American Regional Broadcasting Committee*
Secretary: Ollin Irene Cline

Braxton L. Peele, *Chief, Cartographic and Drafting Unit*

STANDARD BROADCAST DIVISION

James E. Barr, *Chief, Standard Broadcast Division*
Secretary: Helena C. Osman

Engineers

Herbert L. Beury
Roger B. Carey
Daniel B. Child
Jack Damelin
Vernon F. Esgar
Albert Evangelista
Samuel J. Farraro
Samuel Freeman
Ralph H. Garrett
Kenneth G. Gillette
H. Underwood Graham
Otis T. Hanson
Harry Hayman
Everett G. Henry
Ernest D. Herider
Frederick S. Holliday
Daniel B. Hutton
Daniel Jacobson
Wallace E. Johnson
Donald C. Kanode
Harold L. Kassens
Albert L. Kreis
Leslie E. Kulberg
Louis Light
Robert D. Linx
Bruce Longfellow
Edward P. Lynch
George F. Padberg
George E. Shea
Horace E. Slone
Robert G. Weston

FM BROADCAST DIVISION

Cyril M. Braum, *Chief, FM Broadcast Division*
Secretary: Helen C. Davidson

Engineers

Harold C. Anderson
Elton D. Davis
Julian T. Dixon
John E. Doane
Edward H. Hackman
Charles A. Higginbotham
Harold G. Kelley
Louis M. Manning
McIvor L. Parker
John Roseborough
Henry Seibel
Arnold Skrivseth

TELEVISION BROADCAST DIVISION

Curtis B. Plummer, *Chief, Television Broadcast Division*
Secretary: Agnes B. Carr

Engineers

Hart Cowperthwait
Hideyuki Noguchi
Louis H. Rein
Ernest C. Thelemann
Emanuel Trompeter
A. Prose Walker

AVIATION DIVISION

Edwin L. White, *Chief, Aviation Division*
Secretary: Zula M. Bryam

Engineers

James D. Durkee
John R. Evans
William Hawthorne
Albert Mantwilla
Ernest C. McCarley
John J. McCue
Donald Mitchell
Stuart Pettingill
Robert L. Stark

MARINE RADIO & SAFETY DIVISION

William N. Krebs, *Chief, Marine Radio & Safety Division*
Secretary: Willie C. Herbert

Engineers

Robert T. Brown
Alfred DelaCroix
William E. Dulin
Aubrey E. Fisher
Leo C. Haijsman
James T. Kyne
Howard C. Looney
Alfred P. Miller
William F. Minners
Duncan D. Peters
J. M. Stevens
Harold R. Woodyard

PUBLIC SAFETY & SPECIAL SERVICES DIVISION

Glen E. Nielsen, *Chief, Public Safety and Special Services Division*
Secretary: Frances S. Klein

Engineers

Daniel H. Arnold
Charles A. Brooks
Frank W. Cook
Merle E. Floegel
Charles I. Fonger
John D. Fulmer
Herman Garlan
George J. Ikelman
Edward P. McDermott
Emile R. Reniere
Milburne O. Sharpe
Floyd A. Trueblood
William H. Watkins

RADIO OPERATOR & AMATEUR DIVISION

George K. Rollins, *Chief, Radio Operator and Amateur Division*
Secretary: Euna P. Wiley

Engineers

Roland W. Archibald
John C. Currie
Henry W. Forest
Alvin C. Holmes
Ivan H. Loucks
Robert W. Percy
Leland C. Quaintance

COMMON CARRIER DIVISION

Marion H. Woodward, *Chief, Common Carrier Division*
Secretary: Annie Belle Bischoff

Engineers

Kosmo J. Affanasiev
Payson D. Carter
E. L. Clinkscales
John F. Corkill
George B. Donohue
P. Howard Duckworth
Charles E. Goeking
William R. Jarmon
Carl A. Johnson
Ralph D. Jones
John J. Koopmann
Kenneth W. Miller
Wallace McGregor
Paul V. Overmyer
Carl W. Loeber
Frank Palik
John A. Russ
George J. Dempsey
Ian N. Willis

(Continued on page 26)

Members of Former FEDERAL RADIO COMMISSION

Feb. 23, 1927—July 10, 1934

Admiral W. H. G. Bullard, Pennsylvania
March 15, 1927—November 24, 1927 (Deceased)
Orestes H. Caldwell, New York
March 15, 1927—February 23, 1929
Eugene O. Sykes, Mississippi
March 15, 1927—July 10, 1934 (Deceased)
Henry A. Bellows, Minnesota
March 15, 1927—October 31, 1927 (Deceased)
Colonel John F. Dillon, California
March 15, 1927—October 8, 1927 (Deceased)
Sam Pickard, Kansas
November 1, 1927—Jan. 31, 1929
Harold A. Lafount, Utah
November 14, 1927—July 10, 1934
Ira E. Robinson, West Virginia
March 29, 1928—January 15, 1932
General C. McK. Saltzman, Iowa
May 2, 1929—July 19, 1932 (Deceased)
William D. L. Starbuck, New York
May 2, 1929—February 23, 1934
Thad H. Brown, Ohio
January 21, 1932—July 10, 1934 (Deceased)
James H. Hanley, Nebraska
April 1, 1933—July 10, 1934 (Deceased)

Former Members of FEDERAL COMMUNICATIONS COMMISSION

Hampson Gary, Texas
July 11, 1934—December 24, 1934
Anning S. Prall, New York
January 17, 1935—July 23, 1937 (Deceased)
Irving Stewart, Texas
July 11, 1934—June 30, 1937
Frank R. McNinch, North Carolina
October 1, 1937—August 31, 1939
Eugene O. Sykes, Mississippi
July 11, 1934—April 5, 1939 (Deceased)
Thad H. Brown, Ohio
July 11, 1934—June 30, 1940 (Deceased)
Frederick I. Thompson, Alabama
April 8, 1939—June 30, 1941
George H. Payne, New York
July 11, 1934—June 30, 1943 (Deceased)
T. A. M. Craven, District of Columbia
August 21, 1937—June 30, 1944
Norman S. Case, Rhode Island
July 11, 1934—June 30, 1945
James Lawrence Fly, Texas
July 1 1942—November 13, 1944
William H. Wills, Vermont
July 1, 1945—March 6, 1946 (Deceased)
Paul A. Porter, Kentucky
December 21, 1944—February 25, 1946
Charles R. Denny, District of Columbia
March 30, 1945—October 31, 1947
Ewell K. Jett, Maryland
February 15, 1944—December 31, 1947
Ray C. Wakefield, California
March 22, 1941—June 30, 1947
Clifford J. Durr, Alabama
November 1, 1941—June 30, 1948

RCA

The one company that has everything for every broadcaster

AM

FM

TV

• There's an RCA Broadcast Equipment Specialist ready to aid you with your problems. Get in touch with him at the RCA office nearest you.

NEW YORK 20, NEW YORK
36 West 49th Street
Telephone: Circle 6-4030

CLEVELAND 15, OHIO
718 Keith Building
Telephone: Cherry 3450

CHICAGO 11, ILLINOIS
666 N. Lake Shore Drive
Telephone: Delaware 7-0700

ATLANTA 3, GEORGIA
502 Citizens & Southern Bank Bldg.
Telephone: Walnut 5946

DALLAS 1, TEXAS
1907-11 McKinney Avenue
Telephone: Riverside 1371, 72, 73

HOLLYWOOD 28, CALIFORNIA
1560 N. Vine Street
Telephone: Hollywood 2154

SAN FRANCISCO 3, CALIFORNIA
1355 Market Street
Telephone: Hemlock 1-8300

KANSAS CITY 8, MISSOURI
221 West 18th Street
Telephone: Victor 6410

WASHINGTON 6, D. C.
1625 K St., N. W.
Telephone: District 1260

RCA

BROADCAST EQUIPMENT
RADIO CORPORATION of AMERICA
ENGINEERING PRODUCTS DEPARTMENT, CAMDEN, N.J.

In Canada: RCA VICTOR Company Limited, Montreal

Executive and Staff Personnel of the Federal Communications Commission

(Continued from page 24)

TECHNICAL INFORMATION DIVISION

Edward W. Allen, *Chief, Technical Information Division*
Secretary: Ruby F. Floyd

Engineers

William C. Boese
Jules Deitz
Harry Fine
George A. Gadea
Edgar F. Vandivere
George V. Waldo
George L. Waters
Glenn E. West

FREQUENCY ALLOCATION & TREATY DIVISION

A. L. McIntosh, *Chief, Frequency Allocation and Treaty Division*
Secretary: Jane A. Rudy

Engineers

Joseph Appel
William F. Bradley
Louis E. De la Fleur
William Grenfell
Frank V. Higgins
Theodore McCartney
William L. North
Marvin A. Price
George V. Stelzenmuller
Robert L. Tosch

LABORATORY DIVISION

E. W. Chapin, *Chief, Laboratory Division*
Secretary: Anne F. Janco

Engineers

A. G. Craig
F. D. Craig
Milton Mobley
Lawrence C. Middlekamp
Ward J. Moore
Wilmar K. Roberts
Everett N. Shinn

FIELD ENGINEERING & MONITORING DIVISION

George S. Turner, *Chief, Field Engineering and Monitoring Division*
Secretary: Genevieve Posnak
(For regional managers, district officers, primary and secondary monitoring stations, see listing below)

Engineers

Willard J. Beale
Ernest Blankinship
Alfred H. Brodie
Nathan Hallenstein
Clayton W. Hanson
L. C. Herndon
Thomas L. Heron
George L. Jensen
Alfred H. Kleist
Frank Kratokvil
Edwin L. Lovejoy
Everett H. Marshall
Robert K. Morrell
Stacy W. Norman
Carl Nuhn
John C. Petersen
Lloyd S. Quinn
Howard L. Randall
Harold R. Richman
Warren C. Stickler
Frank Toth
Floyd Wickenkamp
Eldridge S. Willey
Charles O. Wilson
Rex H. Wilson

Office of Information

George O. Gillingham, *Director of Information*
Assistants: Alec Kritini, Salina M. Lindo, Eva O. Melton, Mary O'Leson.

Division of Hearing Examiners

Jack P. Blume
J. D. Bond
James D. Cunningham
Hugh B. Hutchison
J. Fred Johnson Jr.
Fanny Neyman Litvin
Leo Resnick
Elizabeth Smith
Basil P. Cooper

Bureau of the Secretary

T. J. Slowie, *Secretary*
Administrative Asst.: Laura L. Hollingsworth
Secretary: Ethel M. Richardson
Clerk: Frances A. Cassese

LICENSE DIVISION

William P. Massing, *Chief, License Division*
Secretary: Catherine Lunders
Chief of Broadcast License Branch: Clara M. Iehl
Chief of Commercial License Branch: William H. Irvin
Chief of Tabulating Branch: Raymond E. Martin

SERVICE DIVISION

Paul H. Sheehy, *Chief, Service Division*
Secretary: Rita Hardin

RECORDS DIVISION

Walter S. Davis, *Chief, Records Division*
Chief of Mail and Files Branch: Mary Ellen Sprague
Chief of Docket and Messenger Branches: Walter S. Davis

MINUTE BRANCH

Lavelle W. Hughes, *Chief of Branch*

LIBRARY BRANCH

Helen A. Clark, *Chief of Branch*

Bureau of Accounting

WILLIAM J. NORFLEET, *Chief Accountant*
Secretary: Lily M. Marshall

HUGO REYER, *Executive Asst. Chief Accountant*
Secretary: Elizabeth S. Harris

ROBERT E. STROMBERG, *Asst. Chief Accountant*
Chief of Accounting Regulations Division: Hen M. Long
Chief of Broadcast Division: LeRoy Schaaff
Chief of Field Division: Charles R. Makela
Chief of Economics and Statistics Division: Hyma H. Goldin
Chief of Rates Division: William G. Butts

FIELD ACCOUNTING OFFICES

Jack E. Buckley
624 Federal Office Bldg.
New York 7, N. Y.

H. Pierce Niedermeyer
Old Customs House
St. Louis 1, Mo.

Henry G. Gothard
515 First National Ba Bldg.
Atlanta 3, Ga.

Paul Summerhays
316 Custom House
San Francisco 26, Cal

Bureau of Administration

W. K. HOLL, *Acting Executive Officer*
Secretary: Esther Havrylak

BUDGET AND FISCAL DIVISION

David O. Cooper, *Budget Officer*
Secretary: Mabel Huff

PLANNING DIVISION

Charles R. Weeks, *Planning Officer*
Secretary: Frances Johnson

PERSONNEL DIVISION

Gilbert H. Hatfield, *Personnel Officer*
Secretary: Dorothy Glen
Placement Officer: Pansy E. Wiltshire
Chief of Classification Branch: Joseph V. Barile

Field Offices of the Federal Communications Commission

Chief of Field Division: George S. Turner, Washington, D. C.

FIELD ENGINEERING AND MONITORING DIVISION
REGIONAL OFFICES

Region	Headquarters	Districts
Charles C. Kolster **North Atlantic Region**	506 Federal Bldg. 641 Washington St. New York 14	1, 2, 3, 4, 5
Paul H. Herndon Jr. **South Atlantic Region**	411 Federal Annex Atlanta 3, Ga.	6, 7, 22
Joe H. McKinney **Gulf States Region**	7300 Wingate St. Houston 11, Tex.	8, 9, 10
Kenneth G. Clark **South Pacific Region**	323A Customhouse San Francisco 26	11, 12, 15
Geo. V. Wiltse **North Pacific Region**	801 Federal Office Bldg. Seattle 4, Wash.	13, 14
Vacancy **Central States Region**	876 U. S. Court House Chicago 4	16, 17, 18
Emery H. Lee **Great Lakes Region**	1029 New Federal Bldg. Detroit 26, Mich.	19, 20
Lee R. Dawson **Hawaiian Region**	P. O. Box 1142 Lanikai, Oahu, T. H.	21
Charles T. Manning **Alaskan Region**	P. O. Box 644 Room 52 U. S. Post Office & Courthouse Anchorage, Alaska	23

DISTRICT OFFICES

District No.	City	Address	Engineer in Charge
1	Boston 9, Mass	1600 Customhouse	**Walter Butterworth**
2	New York 14	748 Federal Bldg. 641 Washington St.	**Arthur Batcheller**
3	Philadelphia 6, Pa.	Room 1005 U. S. Customhouse	**Roger E. Phelps**
4	Baltimore 2, Md.	508 Old Town Bank Bldg. Gay St. & Fallsway	**Hyman A. Cohen**
5	Norfolk 10, Va.	Room 402, New Post Office Bldg.	**Edward Bennett**
6	Atlanta 3, Ga.	411 Federal Annex	**W. D. Johnson**
	Savannah, Ga.	P. O. Box 77 214-218 Post Office Bldg.	**Andrew R. Bahley**
7	Miami 1, Fla.	P. O. Box 150 312 Federal Bldg.	**Arthur Fish**
	Tampa 2, Fla.	409-410 Post Office Bldg.	**Chalmer H. Neeb**
8	New Orleans 16, La.	400 Audubon Bldg.	**Theodore G. Deiler**
9	Houston 11, Tex.	324 U. S. Appraisers Bldg. 7300 Wingate St.	**Louis L. McCabe**
	Beaumont, Tex.	P. O. Box 1527 329 Post Office Bldg.	**Eric D. Coburn**
10	Dallas 2, Tex.	P. O. Box 5238 500 U. S. Terminal Annex Bldg.	**John H. Homsy**
11	Los Angeles 12, Cal.	539 U. S. Post Office & Courthouse Bldg. Fort Temple & Spring Sts.	**Bernard H. Linden**
	San Diego 1, Cal.	230 U. S. Customhouse and Courthouse	**Harold D. Devoe**
12	San Francisco 26, Cal.	323A Customhouse	**Francis V. Sloan**
13	Portland 5, Ore.	406 Central Bldg.	**James M. Chapple**
14	Seattle 4, Wash.	801 Federal Office Bldg.	**Herbert H. Arlowe**
15	Denver 2, Col.	521 Customhouse	**William E. Clyne**
16	St. Paul 2, Minn.	208 Uptown Post Office & Fed. Cts. Bldg. 5th & Wash. St.	**Donald A. Murray**
17	Kansas City 6, Mo.	838 U. S. Court House	**William J. McDonel**
18	Chicago 4, Ill.	246 U. S. Court House	**H. D. Hayes**
19	Detroit 26, Mich.	1029 New Federal Bldg.	**Edwin S. Heiser**
	Cleveland 14, O.	Post Office Bldg.	**Paul A. Holloway**
20	Buffalo 3, N. Y.	328 Postoffice Bldg.	**Vacancy**
21	Honolulu 1, T. H.	609 Stangenwald Bldg.	**Paul R. Fenner**
22	San Juan 13, P. R.	P. O. Box 2987 322-323 Federal Bldg.	**Irl D. Ball**
23	Juneau, Alaska	P. O. Box 1421 7-8 Shattuck Bldg.	**Sigfred F. Berge**
	Anchorage, Alaska	P. O. Box 644 53 U. S. Post Office & Courthouse	**Paul Peringe**

PRIMARY MONITORING STATIONS

District No.	City	Address	Engineer in Charg
—	Allegan, Mich.	P. O. Box 89	**Irving L. Weston**
—	Grand Island, Neb.	P. O. Box 788	**Arthur A. Johnson**
—	Kingsville, Tex.	P. O. Box 632	**William R. Foley**
—	Dover Road, Millis, Mass.	P. O. Box 308	**Edwin W. Sanders**
—	Santa Ana, Calif.	P. O. Box 744	**William Hoffert**
—	Laurel, Md.	P. O. Box 31	**Adolph Anderson**
—	Livermore, Calif.	P. O. Box 989	**George McLeod**
—	Portland 16, Ore.	P. O. Box 5165	**Robert A. Landsburg**
—	Powder Springs, Ga.	P. O. Box 4	**Henry B. Dunphey**
—	Lanikai, Oahu, T. H.	P. O. Box 1142 Fort Hase Military Reservation	**Lee R. Dawson**

SECONDARY MONITORING STATIONS

District No.	City	Address	Engineer in Charg
—	Belfast, Me.	P. O. Box 44	**Vernon K. Wilson**
—	North Scituate, R. I.	P. O. Box 3	**Thomas B. Cave**
—	Spokane, Wash.	P. O. Box 37, Station "A"	**Adelbert C. Lawrence**
—	Twin Falls, Idaho	P. O. Box 499	**John L. Kurdeka**
—	South Miami, Fla.	P. O. Box 347	**Homer V. Thompson**
—	Lexington, Ky.	P. O. Box 99	**James E. Gilfoy**
—	Muskogee, Okla.	P. O. Box 1448	**J. F. DeBardeleben**
—	Bay St. Louis, Miss. (near New Orleans)	P. O. Box 300	**H. Frank Rawls**
—	Juneau, Alaska	P. O. Box 2961	**Edwin G. Forsyth**
—	Anchorage, Alaska	P. O. Box 719 Ft. Richardson	**Vacancy**
—	San Juan, P. R. (Pt. Maldanado)	P. O. Box 2987	**Irl D. Ball**

HELP!

Can that be TARZAN . . . *the fearless?*

Yes, the invincible Lord of the Jungle had to resort to police protection from the crowds of enthusiastic youngsters that invaded the studios of Station WEMB in San Juan, Puerto Rico. Now thousands more of these youngsters monopolize the radios in every corner of Puerto Rico to follow the exciting radio adventures of Tarzan. It's thrill time at 5:00 P. M. on WEMB for the kids . . . and for the sponsor, DENIA and KRESTO. Now the famous Tarzan call can be heard throughout the day through strategically placed spots. The keystone of the successful campaign is . . . WEMB, The EL MUNDO Station. The station that is a great newspaper's answer to the desire of discriminating listeners to enjoy higher quality radio entertainment. Your message broadcast over WEMB is certain of "hospitable" reception.

EL MUNDO BROADCASTING CORPORATION

WEMB

SAN JUAN - - PUERTO RICO

The EL MUNDO Station

"The Station That Is Different"

Exclusive Representatives

INTER-AMERICAN PUBLICATIONS, INC.

41 EAST 42nd ST., NEW YORK 17, N. Y. MURRAY HILL 2-0886

National Association of Broadcasters: 1949 Officers and Committees

Headquarters Office: 1771 N Street, N.W., Washington 6, D. C. Phone: DEcatur 9300

Executive Staff:

Justin Miller, *President*
A. D. Willard Jr., *Executive Vice President*
C. E. Arney Jr., *Secretary-Treasurer*

Administrative Staff:

Kenneth H. Baker, *Director of Research*
Charles A. Batson, *Editor of Television Report*
James Dawson, *Director, Division of Information*
Richard P. Doherty, *Director of Employe-Employer Relations*
Harold Fair, *Director, Program Dept.*
David J. Farber, *Assistant to the Director, Employee-Employer Relations Dept.*
Donald S. Farver, *Auditor*
Pat Griffith, *Director of Women's Activities*
Lee Hart, *Retail Coordinator*
Katherine Holland, *Information Assistant*
Royal V. Howard, *Director of Engineering*
Ruth A. Inglis, *Editorial Research Assistant to the President*
Richard W. Jencks, *Attorney*
Neal McNaughten, *Assistant Director of Engineering*
Maurice B. Mitchell, *Director of Broadcast Advertising*
Benjamin Miller, *Assistant Director, Program Dept.*
Don E. Petty, *General Counsel*
Vail W. Pischke, *Attorney*
Forney A. Rankin, *Executive Assistant to the President*
Everett E. Revercomb, *Assistant Treasurer*
Robert K. Richards, *Director of Public Relations and Publications*
Arthur C. Stringer, *Director of FM Dept.*
C. Meryl Sullivan, *Assistant Director of Research*
Charles H. Tower, *Assistant to Director, Employee-Employer Relations Dept.*

Board of Directors

Harold E. Fellows, WEEI Boston
(District 1: Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, Vermont)

Michael R. Hanna, WHCU Ithaca, N. Y.
(District 2: New York, New Jersey)

George D. Coleman, WGBI Scranton, Pa.
(District 3: Delaware, Pennsylvania, Maryland)

Campbell Arnoux, WTAR Norfolk, Va.
(District 4: District of Columbia, North Carolina, South Carolina, Virginia, West Virginia)

Henry P. Johnston, WSGN Birmingham
(District 5: Alabama, Florida, Georgia, Puerto Rico)

H. W. Slavick, WMC Memphis
(District 6: Arkansas, Louisiana, Mississippi, Tennessee)

Gilmore N. Nunn, WLAP Lexington, Ky.
(District 7: Kentucky, Ohio)

Harry Bannister, WWJ Detroit
(District 8: Indiana, Michigan, excluding the counties of Ontonagon and Gogebic)

Charles C. Caley, WMBD Peoria
(District 9: Illinois; Wisconsin, excluding the counties of LaCrosse, Monroe, Juneau, Adams, Marquette, Waushara, Portage, Wood, Jackson, Trempealeau, Buffalo, Pepin, Pierce, St. Croix, Dunn, Chippewa, Eau Claire, Clark, Marathon, Lincoln, Taylor, Rusk, Barron, Polk, Burnett, Washburn, Sawyer, Price, Oneida, Vilas, Iron, Ashland, Bayfield and Douglas.)

William B. Quarton, WMT Cedar Rapids
(District 10: Iowa, Missouri, Nebraska)

John F. Meagher, KYSM Mankato, Minn.
(District 11: Minnesota; North Dakota; South Dakota, excluding the counties of Fall River, Shannon, Bennett, Todd, Mellette, Waushabaugh, Washington, Custer, Pennington, Jackson, Jones, Stanley, Haakon, Meade, Lawrence, Butte, Harding, Perkins, Ziebach, Armstrong, Dewey and Corson; Wisconsin, including the counties of LaCrosse, Monroe, Juneau, Adams, Marquette, Waushara, Portage, Wood, Jackson, Trempealeau, Buffalo, Pepin, Pierce, St. Croix, Dunn, Chippewa, Eau Claire, Clark, Marathon, Lincoln, Taylor, Rusk, Barron, Polk, Burnett, Washburn, Sawyer, Price, Oneida, Vilas, Iron, Ashland, Bayfield and Douglas; Michigan, including the counties of Ontonagon and Gogebic)

Robert Enoch, KTOK Oklahoma City
(District 12: Kansas, Oklahoma)

Clyde W. Rembert, KRLD Dallas
(District 13: Texas)

Hugh B. Terry, KLZ Denver
(District 14: Colorado, Idaho, Utah, Wyoming, Montana, South Dakota, including the counties of Fall River, Shannon, Bennett, Todd, Mellette, Waushabaugh, Washington, Custer, Pennington, Jackson, Jones, Stanley, Haakon, Meade, Lawrence, Butte, Harding, Perkins, Ziebach, Armstrong, Dewey and Corson)

William B. Smullin, KIEM Eureka, Calif.
(District 15: California, excluding the counties of San Luis Obispo, Kern, San Bernardino, Santa Barbara, Ventura, Los Angeles, Orange, Riverside, San Diego and Imperial; Nevada and Hawaii)

Calvin J. Smith, KFAC Los Angeles
(District 16: Arizona; California, including the counties excepted in District 15; New Mexico)

Harry R. Spence, KXRO Aberdeen, Wash.
(District 17: Alaska, Oregon, Washington)

Directors at Large

Large Stations

Paul W. Morency, WTIC Hartford, Conn.
Howard Lane, WJJD Chicago

Medium

G. Richard Shafto, WIS Columbia, S. C.

Small

Clair R. McCollough, WGAL Lancaster, Pa.
Edward Breen, KVFD Fort Dodge, Iowa

Class B—FM Stations

Everett L. Dillard, KOZY Kansas City, Mo.

Class A—FM Stations

Willard Egolf, WBCC-FM Bethesda, Md.

NAB BOARD SUB-COMMITTEES

1948-1949

By-Laws

G. Richard Shafto, WIS Columbia, S. C., chairman; Campbell Arnoux, WTAR Norfolk; Michael R. Hanna, WHCU Ithaca, N. Y.

Convention Sites and Policy

Howard Lane, WJJD Chicago, chairman; Harry Bannister, WWJ Detroit; Paul W. Morency, WTIC Hartford; Calvin J. Smith, KFAC Los Angeles.

Convention Protocol

Paul W. Morency, WTIC Hartford, chairman; Charles C. Caley, WMBD Peoria; H. W. Slavick, WMC Memphis.

Finance

Clair R. McCollough, WGAL Lancaster, Pa., chairman; Harry R. Spence, KXRO Aberdeen, Wash.; John F. Meagher, KYSM Mankato, Minn.; Harold E. Fellows, WEEI Boston.

Membership

Charles C. Caley, WMBD, Peoria, Ill., chairman; Edward Breen, KVFD, Fort Dodge, Ia.; Gilmore Nunn, WLAP Lexington, Ky.

Board Committee to Consider Structure of NAB

Clair R. McCollough, WGAL Lancaster, Pa., chairman; Paul W. Morency, WTIC Hartford; John F. Meagher, KYSM Mankato, Minn.; H. W. Slavick, WMC Memphis; Everett L. Dillard, KOZY Kansas City.

Presidents of NAB

Eugene F. McDonald Jr. (WJAZ)	1923-1925
Frank W. Elliott (WHO)	1925-1926
Earle C. Anthony (KFI)	1926-1928
William S. Hedges (WMAQ)	1928-1930
Walter J. Damm (WTMJ)	1930-1931
*Harry Shaw (WMT)	1931-1932
Alfred J. McCosker (WOR)	1932-1934
J. Truman Ward (WLAC)	1934-1935
Leo J. Fitzpatrick (WJR)	1935-1936
*Charles W. Myers (KOIN)	1936-1937
John Elmer (WCBM)	6-23-37—2-16-38
Mark Ethridge (WHAS)	3-30-38—7-1-38
Neville Miller	7-1-38—3-1-44
J. Harold Ryan (WSPD)	4-15-44—9-30-45
Justin Miller	10-1-45—

* *Deceased*

COMMITTEES

EDUCATIONAL STANDARDS COMMITTEE—Ralph W. Hardy, KSL Salt Lake City, chairman; Dr. Willis F. Dunbar, WKZO Kalamazoo; Armand Hunter, WFIL Philadelphia; Hazel Kenyon Markel, WTOP Washington; F. C. Sowell, WLAC Nashville; Judith C. Waller, NBC Chicago.

ADVISORY COMMITTEE ON INTERNATIONAL AFFAIRS—John J. Gillin Jr., WOW Omaha, chairman; Campbell Arnoux, WTAR Norfolk; Paul W. Morency, WTIC Hartford; Clyde Rembert, KRLD Dallas; Gilmore Nunn, WLAP Lexington, Ky.

EMPLOYEE-EMPLOYER RELATIONS EXECUTIVE COMMITTEE—Leslie C. Johnson, WHBF Rock Island, Ill., chairman; John Elmer, WCBM Baltimore; Thad Holt, WAPI Birmingham; O. L. Tayor, KGNC Amarillo, Tex.; C. L. Thomas, KXOK St. Louis; Linus Travers, WNAC Boston; William Pabst, KFRC San Francisco; Lee L. Whiting, KEYD Minneapolis. *Board Liaison:* Calvin J. Smith, KFAC Los Angeles; Henry P. Johnston, WSGN Birmingham. *Network Advisory:* Joseph McDonald, ABC; Howard L. Hausman, CBS; Robert D. Swezey, MBS; Ernest de la Ossa, NBC.

ENGINEERING EXECUTIVE COMMITTEE—A. James Ebel, WMBD Peoria, chairman; O. W. Towner, WHAS Louisville; E. K. Jett, WMAR Baltimore; Oscar C. Hirsch, KFVS Cape Girardeau, Mo.; J. R. Poppele, WOR New York; K. W. Pyle, KFBI Wichita; John H. DeWitt, WSM Nashville. *Board Liaison:* T. A. M. Craven, WOL Washington; G. Richard Shafto, WIS Columbia, S. C. *Network Advisory:* William B. Lodge, CBS; Frank Marx, ABC; Earl Johnson, MBS; O. B. Hanson, NBC.

FM EXECUTIVE COMMITTEE—Leonard Asch, WBCA Schenectady, N. Y., chairman; Matthew H. Bonebrake, KOCY-FM Oklahoma City; Martin Leich, WMLL Evansville, Ind.; Cecil D. Mastin, WNBF-FM, Binghamton, N. Y.; Lester H. Nafzger, WELD Columbus; Ernest L. Spencer, KVOE Santa Ana, Cal.; Edward A. Wheeler, WEAW, Evanston, Ill. *Board Liaison:* Willard D. Egolf, WBCC-FM, Bethesda, Md.; Everett Dillard, KOZY Kansas City, Mo.

INDUSTRY MUSIC COMMITTEE*—*National Association of Broadcasters:* A. D. Willard Jr., executive vice president; R. P. Doherty, director, employer-employee relations department; Don Petty, general counsel; Robert K. Richards, director, public relations department.

Frequency Modulation Association: Leonard Marks, general counsel, FMA; William E. Ware, KSWI Council Bluffs, Ia.; William Fay, WHAM Rochester, N. Y.; Ray E. Dady, KWK St. Louis; Paul W. Reed, WFAH-FM Alliance, O.

Networks: Joseph H. Ream, vice president CBS; Frank E. Mullen, executive vice president, NBC; Joseph A. McDonald, secretary-general attorney, ABC; Robert D. Swezey, vice president, MBS; Everett Dillard, president, Continental Network.

Broadcasters: Leonard Asch, WBCA Schenectady; John Elmer, WCBM Baltimore; Theodore C. Streibert, WOR New York; Roger W. Clipp, WFIL Philadelphia; Frank King, WMBR Jacksonville; Robert Thompson, WBEN Buffalo; Calvin J. Smith, KFAC Los Angeles.

Television Broadcasters Association: G. Emerson Markaam, WRGB Schenectady, N. Y.; Noran E. Kersta, manager, television operations, NBC.

Transcription Companies—Library Transcription Group: Richard S. Testut, vice president-general manager, Associated Programs Service Inc.; C. O. Langolis Sr., president, Lang-Worth Feature Programs, Inc.; Joseph W. Bailey, Louis G. Gowan Inc., John Sinn, Frederic W. Ziv Co.

Record Manufacturers: Walter Rivers, Capitol Records Inc.; Edward Wallerstein, Columbia Recording Corp.; Milton Rackmil, Decca Records Inc.; Irvin Green, Mercury Radio & Television Corp.; Sidney Harris, Majestic Records Inc.; James Murray, RCA-Victor Division, RCA Manufacturing Co. Inc.; George Jaycox, Signature Recording Corp.

Radio Manufacturers Association—John W. Van Allen, Wilcox and Van Allen, Buffalo, N. Y.; Bond Geddes, Executive Vice President, Radio Manufacturers Association.

---

* NAB participates with other segments of the industry in the Industry Music Committee.

(Continued on page 30)

ENTERING ITS 36th YEAR OF SERVICE

ASCAP

The American Society of Composers, Authors and Publishers will have completed its 35th year on February 13, 1949. Down through the years, from the pioneering days when Victor Herbert and a small group of far-seeing associates organized it as America's first performing right society, ASCAP has given constantly expanding service to members and patrons.

Its membership has grown from a little more than 100 to some 2400 composers, authors and publishers. Men and women of every state and territory of the United States, and Americans by adoption born in more than forty countries are on the ASCAP roster. The great mass of American music created by this array of talent is augmented by myriads of works of affiliates in other countries. This great melodic stream becomes the life blood of many thousands of business enterprises whose music problems are solved through the simple machinery of the ASCAP license.

On the eve of its 36th year, ASCAP, now a truly national institution, takes this opportunity to express its grateful appreciation of the loyal support of its licensees in all fields.

AMERICAN SOCIETY OF COMPOSERS, AUTHORS AND PUBLISHERS

30 Rockefeller Plaza, New York 20, N. Y.

BRANCH OFFICES IN 25 CITIES, COAST TO COAST, FOR CONVENIENCE OF PATRONS

Radio's Weekly Payroll

UPWARD trend in broadcasting industry employment and payrolls is shown in the FCC's latest tabulations. These cover a sample work week in October 1947 at seven networks and 1,260 reporting stations.

These networks and stations reported 34,720 fulltime employes, 15% over the 30,100 reported in February 1947 by the same networks and 924 stations, an increase of 15%.

Aggregate weekly compensation for fulltime staff members (not counting overtime) rose from $2,140,000 to $2,508,000 for the period, an increase of 17%.

Average weekly pay for staff employees (not counting overtime) increased from $71.50 to $72.40; for non-supervisory employes, from $61 to $62.50; for non-staff program personnel, from $56.50 to $60. Average scheduled working time of non-executive staff employes increased from 39.1 hours to 39.4 hours.

The FCC found 544 stations employing fewer than 15 persons. Fulltime employes of these stations totaled 5,382, more than 10% of whom were combination workers performing duties in two or more departments.

Networks, their 10 key stations and 1,008 other stations had total employment of 8,353 parttime workers. Their scheduled compensation $373,774. The Commission found that 4,021 of these employes were engaged in non-staff program capacities, compared to 4,731 in this category in February 1947. Aggregate pay for non-staff program employes dropped, though less sharply than employment, from $267,336 in February to $240,831 in October.

Data cover the week ended Oct. 11, 1947. Tabular summary follows:

NUMBER, SCHEDULED HOURS AND SCHEDULED COMPENSATION OF EMPLOYEES OF 4 NATION-WIDE NETWORKS, 3 REGIONAL NETWORKS AND 1260 BROADCAST STATIONS [1] FOR THE WEEK ENDING OCTOBER 11, 1947

Full-Time Employees

Classification of employees	Total, 7 networks and 1260 stations			7 networks and 10 key stations			1250 other stations			
	No. of employees	Total weekly scheduled hours	Total scheduled compensation	No. of employees	Total weekly scheduled hours	Total scheduled compensation	No. of stations reporting	No. of employees	Total weekly scheduled hours	Total scheduled compensation
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10	(11)
I. General officers and assistants	1,819	[2]	[2] $295,624	101	[2]	[2] $37,305	1,093	1,718	[2]	[2] $258,[illegible]
II. Staff program employees:										
A. Supervisory	1,630	66,451	151,357	167	6,470	30,046	998	1,463	59,981	121,[illegible]
B. Non-supervisory	10,936	409,118	765,982	1,347	48,057	178,887	1,250	9,589	361,061	587,[illegible]
III. Technical employees:										
A. Supervisory	1,454	60,286	131,995	78	3,095	13,063	1,073	1,376	57,191	118,[illegible]
B. Non-supervisory	6,448	263,499	450,210	723	28,807	79,590	1,250	5,725	234,692	370,[illegible]
IV. Commercial employees:										
A. Supervisory	740	30,520	90,419	65	2,510	13,683	632	675	28,010	76,[illegible]
B. Non-supervisory	2,286	92,372	200,361	195	7,541	26,975	1,072	2.091	84,831	173,[illegible]
V. Promotion and publicity employees:										
A Supervisory	269	10,780	29,058	65	2,515	11,260	182	204	8,265	17,[illegible]
B. Non-supervisory	516	20,243	33,255	236	9,090	18,439	170	280	11,153	14,[illegible]
VI. Clerical employees:	7,010	278,692	289,420	2,462	95,439	110,046	1,250	4.548	183,253	179,[illegible]
VII. Building service employees	1,327	52,010	52,154	465	18,215	23,750	438	862	33,795	28,[illegible]
VIII. All other employees	285	11,386	17,755	71	2,840	8,688	126	214	8,546	9,[illegible]
IX. Total: All employees (excluding non-staff program employees)	34,720	[2] 1,295,357	[2] 2,507,590	5,975	[2] 224,579	[2] 551,732	1,250	28,745	[2] 1,070,778	[2] 1,955,[illegible]

[1] Includes combination AM-FM employees in a few instances where licensees report they are unable to make a segregation of personnel for jointly operated stations.

[2] No regularly scheduled hours and compensation reported for general officers, assistants and non-staff employees; therefore, total amount of compensation paid is shown.

NAB OFFICERS AND COMMITTEES

(Continued from page 28)

LEGISLATIVE COMMITTEE—J. Harold Ryan, WSPD Toledo, chairman; Joseph C. Burwell, WMBS Uniontown, Pa.; William B. Dolph, WMT Cedar Rapids; Don S. Elias, WWNC Asheville; Wilt Gunzendorfer, KROW Oakland; E. K. Hartenbower, KCMO Kansas City; Paul Miller, Gannett Newspapers, Rochester, N. Y.; Glenn Snyder, WLS Chicago. *Board Liaison:* Clair R. McCullough, WGAL Lancaster; C. Bruce McConnell, WISH Indianapolis. *Network Liaison:* Joseph McDonald, ABC; Joseph H. Ream, CBS; Robert D. Swezey, MBS; and Frank Russell, NBC.

MUSIC ADVISORY COMMITTEE—Theodore C. Streibert, WOR New York, chairman; Julius F. Brauner, CBS, New York; Walter Haase, WDRC Hartford; D. E. Jayne, WELL Battle Creek, Mich.; William S. Hedges, NBC, New York; R. J. Laubengayer, KSAL Salinas, Kan.; Joseph A. McDonald, ABC, New York; Elliott Sanger, WQXR New York; John Shepard, 3d, WNAC Boston; Ed Yocum, KGHL Billings, Mont. *Board Liaison:* Campbell Arnoux, WTAR Norfolk; H. W Slavick, WMC, Memphis.

NAB COMMITTEE OF NBA-RMA JOINT LIAISON COMMITTEE—T. A. M. Craven, WOL Washington; Everett Dillard, KOZY, Kansas City, Mo.; William Fay, WHAM Rochester, N. Y.; James D. Shouse, WLW Cincinnati; George B. Storer, WJBK Detroit.

PROGRAM EXECUTIVE COMMITTEE—John S. Hayes, WINX Washington, chairman; Edgar L. Bill, WMBD, Peoria; Walter J. Brown, WORD Spartanburg, S. C.; Harry C. Butcher, KIST Santa Barbara, Cal.; Arthur B. Church, KMBC Kansas City, Mo.; Ted Cott, WNEW New York; Charles Worcester, WMT Cedar Rapids, Ia.; E. R. Vadeboncoeur, WSYR Syracuse. *Board Liaison:* Robert Enoch, KTOK Oklahoma City; Harold Fellows, WEEI Boston. *Network Advisory:* Charles C. Barry, ABC; Hendrik Booraem, MBS; Ken Dyke, NBC; William Fineshriber, CBS. *News Sub-Committee:* E. R. Vadeboncoeur, WSYR Syracuse, chairman; Wilton Cobb, WMAZ Macon, Ga.; James L. Howe, WCTC New Brunswick, N. J. *Agricultural Broadcasting Sub-Committee:* Charles Worcester, WMT Cedar Rapids, Ia., chairman; Layne Beaty, WBAP Ft. Worth; Herb Plambeck, WHO Des Moines.

PUBLIC RELATIONS EXECUTIVE COMMITTEE—Frank King, WMBR Jacksonville, Fla., chairman; Hugh A. L. Halff, WOAI, San Antonio, Tex.; Herbert Hollister, KBOL Boulder, Colo.; Harry Maizlish, KFWB Los Angeles; Walter Wagstaff, KIDO Boise, Ida.; James W. Woodruff Jr., WRBL Columbus, Ga.; Charles H. Crutchfield, WBT Charlotte, N. C. *Board Liaison:* Michael Hanna, WHCU Ithaca, N. Y.; William B. Quarton, WMT Cedar Rapids, Ia. *Network Advisory:* George Crandall, CBS; William S. Hedges, NBC; Robert Saudek, ABC; A. A. Schechter, MBS.

RESEARCH COMMITTEE—Dietrich Dirks, KTRI Sioux City, Ia, chairman; Harry Burke, KFAB Omaha; Martin Campbell, WFAA Dallas; J. Archie Morton, KJR Seattle; Robert Mason, WMRN Marion; William E. Ware, KSWI Council Bluffs, Ia; Earl W. Winger, WDOD Chattanooga. *Board Liaison:* Charles C. Caley, WMBD Peoria; George Coleman, WGBI Scranton, Pa. *Network Advisory:* H. M. Beville, NBC; Edward Evans, ABC; E. H. P. James, MBS; Oscar Katz, CBS.

SALES MANAGERS EXECUTIVE COMMITTEE—Eugene S. Thomas, WOR New York, chairman; Ray Baker, KOMO Seattle; Gordon R. Gray, WIP Philadelphia; J. Robert Gulick, WGAL Lancaster, Pa.; John W. Kennedy Jr., WHAM Rochester, N. Y.; Joseph B. Matthews, WIRK West Palm Beach, Fla.; Frank E. Pellegrin, KSTL St. Louis; Odin S. Ramsland, KDAL Duluth. *Board Liaison:* Clyde W. Rembert, KRLD Dallas; Harry R. Spence, KXRO Aberdeen, Wash. *Non-voting Associate Members:* George W. Brett, The Katz Agency Inc., New York; Hanque E. Ringgold, Edw. Petry & Co., New York; Joseph H. McGillvra, Joseph Hershey McGillvra Inc., New York.

SMALL MARKET STATIONS EXECUTIVE COMMITTEE—Simon Goldman, WJTN Jamestown, N. Y.; chairman; C. O. Chatterton, KWLK Longview, Wash.; Wayne W. Cribb, KHMO Hannibal, Mo.; William C. Grove, KFBC Cheyenne, Wyo.; DeWitt Landis, KFYO Lubbock, Tex.; Lee Little, KTUC Tucson, Ariz.; Edwin Mullinax, WLAG LaGrange, Ga.. *Board Liaison:* John Meagher, KYSM Mankato, Minn.; William B. Smullin, KIEM Eureka, Cal.

FREEDOM OF RADIO COMMITTEE—Rex. G. Howell, KFXJ Grand Junction, Colo., chairman; John E. Fetzer, WKZO Kalamazoo, Mich.; Clyde Coombs, KARM Fresno, Cal.; Harold Hough WBAP Fort Worth, Tex.; Leonard Kapner, WCAE, Pittsburgh; Harry Stone, WSM Nashville; Leslie W. Joy, WDAS, Philadelphia, Pa.

(Continued on page 32)

verything Electrical o keep you on the air

—FROM ONE SOURCE:

GraybaR

ependable, convenient, helpful GraybaR

d we do mean *everything.* For Graybar can provide not only the whole gamut of equipment — *from mike to antenna* — for building or maintaining an entire AM or FM station; Graybar also is your best source of erything for *wiring, ventilating, signaling,* *d lighting* . . . for your entire structure and ounds!

Graybar is a *dependable* source. We've en serving broadcasters ever since 1925. e know the business. We have the nation's tstanding lines of equipment. Our supply vice has expanded steadily and rapidly to e all-inclusive operation it is today. Like oadcasting service itself, Graybar service tomorrow will be even greater and better.

Graybar is a *convenient* source. No matter where you are in the U. S. A., one of our more than 100 offices (with warehouses) is near-by.

Graybar is a *helpful* source. Our Broadcast Equipment Representatives are well qualified to assist with technical recommendations. And our business philosophy of extra service to every customer is reinforced by the fact that Graybar is owned entirely by its operating and retired personnel.

Why not discuss *your* needs with the nearest Graybar Representative? *Graybar Electric Company, Inc. Executive offices: Graybar Building, New York 17, N. Y.* 4907

GRAYBAR BRINGS YOU BROADCASTING'S BEST:

Amplifiers (1) (See key to numbers below)
Antenna Equipment (1)
Cabinets (5)
Consoles (1)
Loudspeakers and Accessories (1, 3)
Microphones, Stands, and Accessories (1, 3, 6, 7, 8)
Monitors (1, 4)
Recorders and Accessories (9)
Speech Input Equipment (1)
Test Equipment (4, 10)
Towers (Vertical Radiators) (11)
Tower Lighting Equipment (2, 12)
Transmission Line and Accessories (13)
Transmitters, AM and FM (1)
Tubes (1, 2)
Turntables, Reproducers, and Accessories (1)
Wiring Supplies and Devices (3, 8, 14, 15, 16, 17)

MANUFACTURED BY:

(1) Western Electric;
(2) General Electric; (3) Whitney Blake;
(4) General Radio; (5) Karp Metal;
(6) Hugh Lyons; (7) Meletron;
(8) Hubbell; (9) Presto; (10) Weston;
(11) Blaw-Knox; (12) Crouse-Hinds;
(13) Communication Products;
(14) General Cable;
(15) National Electric Products;
(16) Triangle; (17) Bryant

In the list of Graybar locations below, the names and phone numbers of Graybar Broadcast Equipment Representatives in key cities are included:

via GraybaR

BAMA
ingham

ZONA
nix

ANSAS
Rock

IFORNIA
no
Beach
Angeles—R. B. Thompson
inity 3321
land
amento
Diego
Francisco—K. G. Morrison
arket 5131

ORADO
ver

NNECTICUT
ford
Haven

AWARE
nington

DISTRICT OF COLUMBIA
Washington

FLORIDA
Jacksonville—W. C. Winfree
Jacksonville 5-7180
Miami
Orlando
Tampa

GEORGIA
Atlanta—E. W. Stone
Cypress 1751
Savannah

IDAHO
Boise

ILLINOIS
Chicago—E. H. Taylor
Canal 4104
Peoria

INDIANA
Evansville
Hammond
Indianapolis

IOWA
Davenport
Des Moines

KANSAS
Wichita

KENTUCKY
Louisville

LOUISIANA
New Orleans
Shreveport

MAINE
Portland

MARYLAND
Baltimore

MASSACHUSETTS
Boston—J. P. Lynch
Kenmore 6-4567
Springfield
Worcester

MICHIGAN
Detroit—P. L. Gundy
Temple 1-5500
Flint
Grand Rapids
Lansing

MINNESOTA
Duluth
Minneapolis—W. G. Pree
Geneva 1621
St. Paul

MISSISSIPPI
Jackson

MISSOURI
Kansas City—R. B. Uhrig
Grand 0324
St. Louis—J. P. Lenkerd
Newstead 4700

MONTANA
Butte

NEBRASKA
Omaha

NEW HAMPSHIRE
Manchester

NEW JERSEY
Newark

NEW YORK
Albany
Binghamton
Buffalo
New York—F. C. Sweeney
Watkins 4-3000
Rochester
Syracuse
Utica

NORTH CAROLINA
Asheville
Charlotte
Durham
Winston-Salem

OHIO
Akron
Cincinnati—J. R. Thompson
Main 0600
Cleveland—W. S. Rockwell
Cherry 1360
Columbus
Dayton
Toledo
Youngstown

OKLAHOMA
Oklahoma City
Tulsa

OREGON
Eugene
Portland

PENNSYLVANIA
Allentown
Harrisburg
Philadelphia—G. I. Jones
Walnut 2-5405
Pittsburgh—R. F. Grossett
Court 4000
Reading

RHODE ISLAND
Providence

SOUTH CAROLINA
Columbia

SOUTH DAKOTA
Aberdeen

TENNESSEE
Chattanooga
Knoxville
Memphis
Nashville

TEXAS
Amarillo
Austin
Beaumont
Corpus Christi
Dallas—C. C. Ross
Central 6454
Ft. Worth
Houston
San Antonio

UTAH
Salt Lake City

VIRGINIA
Norfolk
Richmond—E. C. Toms
Richmond 2-2833
Roanoke

WASHINGTON
Seattle—D. I. Craig
Main 4635
Spokane
Tacoma

WISCONSIN
Milwaukee

STATE BROADCASTERS ASSOCIATIONS

Alabama Broadcasters Association
(established March, 1946)

Henry P. Johnston, WSGN Birmingham, *president;* Lionel Baxter, WAPI Birmingham, *secretary-treasurer.*

California State Broadcasters Association
(established 1947)

Harry C. Butcher, KIST Santa Barbara, *president;* C. L. McCarthy, KQW San Francisco, and Calvin J. Smith, KFAC Los Angeles, *vice presidents;* Paul Bartlett, KFRE Fresno, *secretary-treasurer;* Don Tatum, *counsel.*

Southern Calif. Broadcasters Assn.
1757½ N. Ivar St., Hollywood 28

William J. Beaton, *president;* Ernest Spencer, *vice president;* Thelma Kirchner, *secretary-treasurer. Board of Directors:* Harry Witt, Calvin J. Smith, Robert O. Reynolds, Lee Wynne, Ethel Bell Mack, *executive secretary.*

Florida Association of Broadcasters

W. G. McBride, WDBO Orlando, *president;* Jack Rathbun, WORZ Orlando, *secretary-treasurer.*

Georgia Association of Broadcasters

John Fulton, WGST Atlanta, *president;* Tom Carr, WGLS Decatur, *secretary-treasurer.*

Illinois Broadcasters Association
(established April, 1948)

Merrill Lindsay, WSOY Decatur, *president;* Robert B. Jones Jr., WIRL Peoria, *vice president;* Walter L. Emerson, WENR Chicago, *secretary-treasurer.*

Indiana Broadcasters Association

C. Bruce McConnell, WHOT South Bend, *president;* Robert G. Duffield, WOWO Ft. Wayne, and E. D. Ogborne, WCTW New Castle, *vice presidents;* Daniel C. Park, WIRE Indianapolis, *secretary-treasurer;* Warren G. Davis, WSUA Bloomington, *assistant secretary;* W. Ferrall Rippetoe, WBOW Terre Haute, *assistant treasurer.*

Kentucky Association of Broadcasters

Harry McTigue, WINN Louisville, *president;* F. Ernest Lackey, WHOP Hopkinsville, *1st vice president;* J. Porter Smith, WGRC Louisville, *2nd vice president;* Hugh O. Potter, WOMI Owensboro, *secretary-treasurer.*

Louisiana Association of Broadcasters)
(established June, 1947)

Roy Dabadie, WJBO Baton Rouge, *president;* Paul Goldman, KSYL Alexandria, *secretary-treasurer.*

Maine Broadcasters Association
(established Nov. 1947)

William Rines, WCSH Portland, *president;* Faust Couture, Twin City Broadcasting Co., Portland, *vice president;* Jack Atwood, WRDO Augusta, *secretary-treasurer.*

Michigan Assn. of Broadcasters
(established Dec. 1948)

Milton L. Greenebaum, WSAM Saginaw, *president;* Dr. Willis Dunbar, WKZO Kalamazoo, *vice president;* Howard Finch, WJIM Lansing, *secretary-treasurer.*

Mississippi Broadcasters Association

Hugh Smith, WLAU Laurel, *president;* Bob Evans, WELO Tupelo, *secretary-treasurer.*

Missouri Broadcasters Association
(established June, 1948)

E. K. Hartenbower, KCMO Kansas City, *president;* Wayne Cribb, WHMO Hannibal, *vice president;* Guy Runnion, KXLW Clayton, *secretary-treasurer.*

Montana Broadcasters Association

Don Treloar, KGEZ Kalispell, *president;* P. B. McAdam, KPAK Livingston, *secretary.*

Nebraska Broadcasters Association

L. L. Hilliard, KOLT Scottsbluff, *president;* Bob Thomas, WJAG Norfolk, *secretary-treasurer.*

Nevada State Broadcasters Assn.
(established July, 1948)

H. G. Wells, KOLO Reno, *president;* Merrill Inch, KWRN Reno, *secretary-treasurer.*

New Jersey Broadcasters Association
(established September, 1947)

James Howe, WCTC New Brunswick, *president;* Roland Trenchard, WAAT Newark, *secretary-treasurer.*

North Carolina Association of Broadcasters

Harold Essex, WSJS Winston-Salem, *president;* Robert Wallace, WOHS Shelby, *vice president;* Jack S. Younts, WEEB Southern Pines, *secretary-treasurer.*

Ohio Broadcasters Association

E. Y. Flanigan, WSPD Toledo, *president;* Eugene Carr, WHBC Canton, *vice president;* Fred Bock, WADC Akron, *secretary-treasurer.*

Oregon State Broadcasters Association

Frank H. Loggan, KBND Bend, *president;* Lee Jacobs, KBKR Baker, *vice president;* Frank H. Coffin, KGW Portland, *secretary-treasurer.*

Pennsylvania Association of Broadcasters

George D. Coleman, WGBI Scranton, *president;* Roy Thompson, WRTA Altoona, *vice president;* David Bennett, WKBO Harrisburg, *secretary-treasurer.*

South Carolina Broadcasters Assn.
(established June, 1948)

G. Richard Shafto, WIS Columbia, *president;* Melvin Purvis, WOLS Florence, *secretary-treasurer.*

South Dakota Broadcasters Assn.
(established Feb. 1948)

A. A. Fahy, KABR Aberdeen, *president;* Robert R. Tincher, WNAX Yankton, *vice presid* Irving Merrill, KUSD Vermillion, *secret treasurer.*

Tennessee Assn. of Broadcasters
(established Dec. 1948)

F. C. Sowell, WLAC Nashville, *president;* Winger, WDOD Chattanooga, *vice presid* Jack Draughon, WSIX Nashville, *secret treasurer.*

Virginia State Association

John W. New, WTAR Norfolk, *president;* P P. Allen, WLVA Lynchburg, *vice presi* Frank U. Fletcher, WARL Arlington, *secret treasurer.*

Washington State Association of Broadcasters

H. J. Quilliam, KTBI Tacoma, *president;* O Runchey, KOL, *vice president;* Robert E. Pr KRSC, *secretary-treasurer.*

West Virginia Broadcasters Associati
(established 1946)

John S. Phillips, WGKV Charleston, *preside* John T. Gilder, WKNA Charleston, *secret treasurer.*

Wisconsin League of Radio Stations

Harry LePoidevin, Racine, *president;* Ken F. Schmitt, WIBA Madison, *treasurer.*

NAB COMMITTEES

(Continued from page 30)

LEGISLATIVE COMMITTEE—J. Harold Ry WSPD Toledo, chairman; Joseph M. Burw WMBS Uniontown, Pa.; William B. Do WMT Cedar Rapids, Ia.; Don S. Elias, WW Asheville, N. C.; Wilt Gunzendorfer, KR Oakland, Cal.; E. K. Hartenbower, KCMO K sas City, Mo.; Paul Miller, Gannett Newspap Rochester, N. Y. *Board Liaison:* Harry Bann ter, WWJ Detroit; Clair R. McCollough, WG Lancaster, Pa. *Network Advisory:* Joseph Donald, ABC; Joseph H. Ream, CBS; Frank Russell, NBC; Robert D. Swezey, MBS.

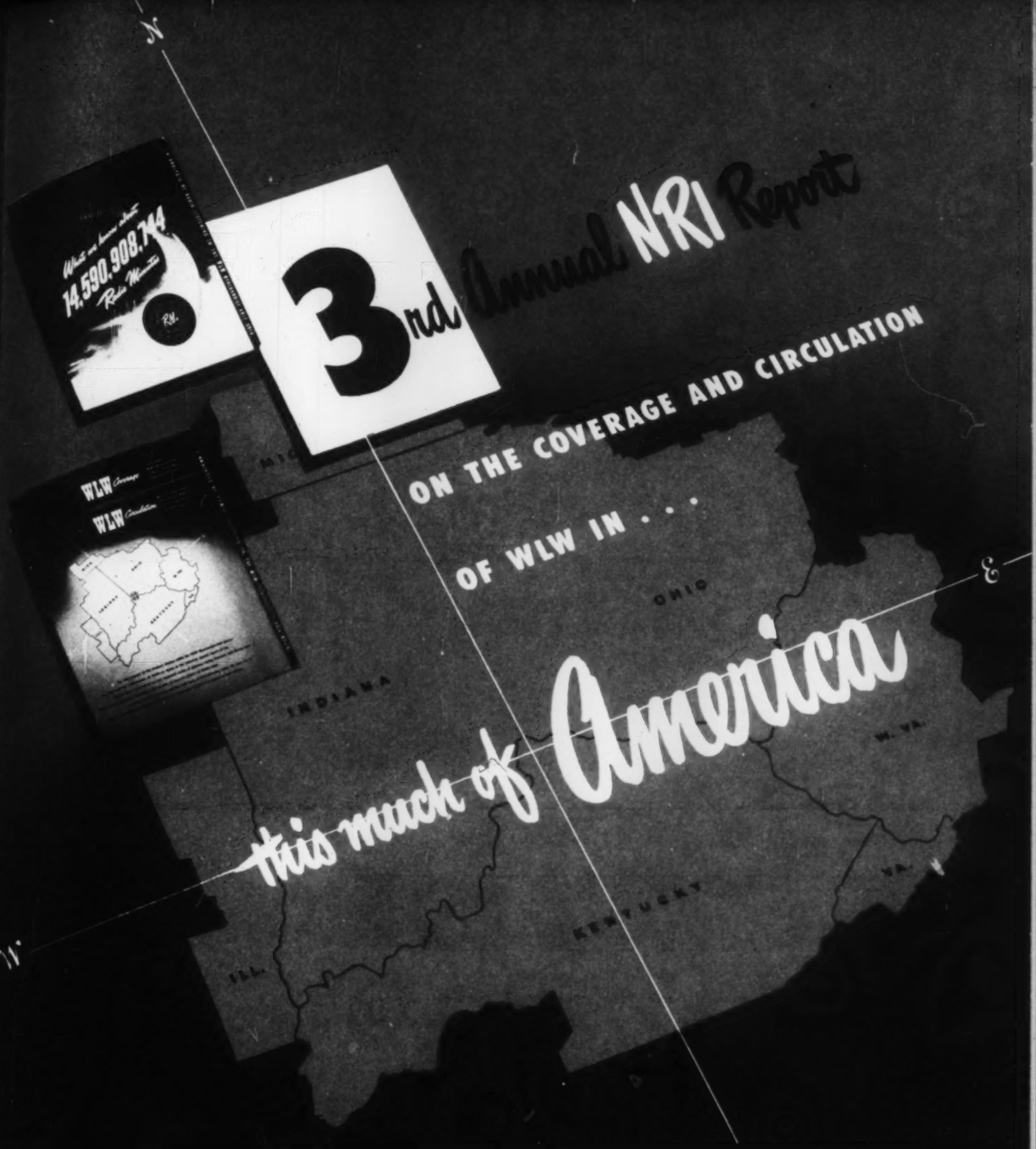
NON-AFFILIATED STATIONS COMMITTE Ted Cott, WNEW New York, chairman; D Baylor, WJMO Cleveland; Melvin Drake, WD Minneapolis; Bob Maynard, WSVS Crewe, Lawrence W. McDowell, KFOX Long Be Cal.; Pete Schloss, WWSW Pittsburgh; McDonald, WHHM Memphis. *Board Liai* Howard Lane, WJJD Chicago; Calvin J. Sm KFAC Los Angeles.

TELEVISION ADVISORY COMMITTE Harry Bannister, WWJ Detroit, chairman; R ert D. Enoch, KTOK Oklahoma City; Mich R. Hanna, WHCU Ithaca, N. Y.; Clair R. Collough, WGAL Lancaster, Pa.; G. Rich Shafto, WIS Columbia, S. C.; Calvin J. Sm KFAC Los Angeles.

WROK
ROCKFORD'S *ONLY* STATION
AN *ABC* AFFILIATE
LEADS IN LISTENING
1,000 W DAY — 500 W NIGHT

ROCKFORD, ILLINOIS
BEST TEST CITY IN THE MID-WEST
URBAN POPULATION 122,601
1947 RETAIL SALES — $153,803,000 *
* BROADCASTING MARKETBOOK, 1948

Represented Nationally by: Headley-Reed Co.


N
What we know about
14,590,908,744
Radio Minutes
R.M.
3rd Annual NRI Report
ON THE COVERAGE AND CIRCULATION
OF WLW IN . . .
this much of America
WLW Coverage
WLW Circulation
MICH.
OHIO
INDIANA
W. VA.
VA.
KENTUCKY
ILL.
E
W

This special annual report of the Nielsen Radio Index is based upon four measured weeks of listening during February and March, 1948, within the WLW Merchandise-Able Area. Within this area of 330 counties in seven states live 13,992,395 people . . . nearly 1/10 of the United States. The percentage of homes reached by WLW and the station's share of total listening within the area are clearly presented and provide an accurate record of WLW's overall performance in terms of coverage and circulation.

Total coverage

- During four report weeks, WLW reached 83.9% of all the 3,539,580 radio homes within the area between 6 a.m. and midnight. The following tables show the comparison for different periods of the day, both for the average week and for the four weeks' period.

PERCENT OF HOMES REACHED BY **WLW**	*Daytime* *6 AM - 6 PM*	*Nighttime* *6 PM - Midnight*	*Entire Day* *6 AM - Midnight*
In Average Report Week	**54.4%**	**57.6%**	**67.9%**
In Four Report Weeks	**72.9%**	**76.8%**	**83.9%**

BY MARKET DIVISIONS* During Average Report Week

Upper Income	*Lower Income*	*Urban Homes*	*Rural Homes*
67.0%	**68.9%**	**65.6%**	**70.3%**

*Market Section Breaks: Income group, based on rental values: Upper—52% of all homes; lower—48%. City Size: Urban, 5,000 to 500,000—52% of all homes; Rural, under 5,000 and farms—48%.

Intensity of coverage

- Among all radio homes within the area, WLW received 372 minutes—6¼ hours—of listening during the average week between 6 a.m. and midnight. Among those homes within the area classified as listeners to the station, WLW received 548 minutes—nearly 9¼ hours—of listening during the average week.

MINUTES LISTENED TO **WLW**	*Daytime* *6 AM - 6 PM*	*Nighttime* *6 PM - Midnight*	*Entire Day* *6 AM - Midnight*
Minutes Listened to WLW Per Home During Average Week	**214**	**158**	**372**
Minutes Listened to WLW Per Home Reached During Average Week	**394**	**275**	**548**

Share of total listening

● Of the 213 stations heard within the WLW Merchandise-Able Area, The Nation's Station received one-fifth—19.5%—of all listening to all stations between 6 a.m. and midnight.

WLW PERCENT OF TOTAL MINUTES OF LISTENING DURING FOUR REPORT WEEKS	*Daytime* *6 AM - 6 PM*	*Nighttime* *6 PM - Midnight*	*Entire Day* *6 AM - Midnight*
	18.2%	21.5%	19.5%

PERCENT OF TOTAL LISTENING - By Network Groups DURING FOUR REPORT WEEKS	*Daytime* *6 AM - 6 PM*	*Nighttime* *6 PM - Midnight*	*Entire Day* *6 AM - Midnight*
Network **A** stations heard within the area	27.7%	35.9%	30.8%
Network **B** stations heard within the area	24.5%	28.7%	26.1%
Network **C** stations heard within the area	17.2%	12.9%	15.5%
Network **D** stations heard within the area	12.4%	8.2%	10.8%
Unaffiliated stations heard within the area	18.2%	14.3%	16.8%

WLW SHARE OF TOTAL LISTENING TO NBC AFFILIATES HEARD IN AREA—DURING FOUR REPORT WEEKS	*Daytime* *6 AM - 6 PM*	*Nighttime* *6 PM - Midnight*	*Entire Day* *6 AM - Midnight*
WLW	65.8%	59.9%	63.2%
ALL OTHERS	34.2%	40.1%	36.8%

WLW SHARE OF TOTAL LISTENING-BY MARKET DIVISIONS
DURING FOUR REPORT WEEKS

Upper Income	*Lower Income*	*Urban Homes*	*Rural Homes*
18.0%	20.9%	19.6%	19.3%

WLW

CROSLEY BROADCASTING CORPORATION
CINCINNATI 2, OHIO

What time-buyers see first when they consider the New York market.

WINS
50KW NEW YORK
WINS
1010 ON YOUR DIAL

Who time buyers see when they want the facts

New York - Phone Circle 6-1756
Warren Jennings · Stuart MacKenzie · Bernard Musnick
Edwin Jameson · Harry Feltz

New York - Phone BRyant 9-6000
Roy Holmes · Jack Flynn · John F. Sloan · Marvin Cole

Chicago - Phone STate 2-[illegible]
Harry Albrecht · George Jameson · [illegible]
Will E. Stillman

Cincinnati - Phone Cherry 1822
Walter Callahan · Herbert Flaig

Hollywood - Phone HOllywood [illegible]
Tracy Moore

San Francisco - Phone EXbrook 2-[illegible]
Tracy Moore

CROSLEY BROADCASTING CORPORATI

RADIO NEWS SERVICES

SSOCIATED PRESS (Radio)—50 ockefeller Plaza, New York 20. Tel: laza 7-1111. Executives: Kent ooper, executive director. Frank tarzel, general manager. Oliver S. ramling, asst. to the general manger for radio; Tom O'Neil, news irector; Howard L. Kany, Washgton representative; Bob Cavagaro, executive representative, San rancisco. Field Representatives: om Cunningham, Boston; H. R. ason, New Orleans; Gerald Swish-, Columbus, O.; J. Mark Knight, eattle; Frank Stearns, Wash., D. C.; Stine, southwestern div. manager, ansas City, Mo.; Stanley Smith, ew York.

RESS ASSOCIATION (Associated ress subsidiary)—50 Rockefeller laza, New York. Tel.: Plaza 7-1111; ent Cooper, president; Oliver S. ramling, vice president.

NTERNATIONAL NEWS SERVCE—235 E. 45th St., New York. el.: Murray Hill 7-8800. *Executives:* eymour Berkson, general manager; illiam B. Goode, business manger; B. A. Caparell, sales manager; ohn M. Cooper, director, radio ept. (News scripts, research; teleision news presentation.)

EWS STORY WORLDWIDE Inc. -11 W. 42nd St., New York 18. Tel.: ongacre 5-1890. Herbert Moore, resident; Dixon Stewart, vice-presient.

RANSRADIO PRESS SERVICE nc.—521 Fifth Ave., New York 17. Tel.: Murray Hill 2-4053. Herbert S. Moore, chairman of the board; Dixon Stewart, president. Branch Offices: 203 N. Wabash, Chicago. Manager: Richard Wilson. National Press Bldg., Washington 4, D. C. Manager: Rex Goad. Taft Bldg., Hollywood; Manager: Milton Fishman.

UNITED PRESS ASSOCIATIONS —220 E. 42nd St., New York. Tel.: Murray Hill 2-0400. Officers: Hugh Baillie, president; Jack Bisco, vicepresident and general business manager; Le Roy Keller, general sales manager; Phil Newsom, radio news manager; A. F. Harrison, radio sales manager. (News, feature scripts, dramatized feature scripts, sports commentaries, business news, research, suggested programs.)

BRITISH UNITED PRESS LTD.—231 St. James St. W., Montreal, Que. Tel.: Plateau 9947. P. Curran, managing director; N. M. MacLeod, assistant general manager; G. H. Sallans, general news manager; F. A. Darrell, chief accountant; Wm. Shaugnessy, bureau manager; J. G. Shaw, special service manager.

PRESS NEWS LIMITED—Subsidiary of Canadian Press, 55 University Ave., Toronto 1, Ont. Tel.: Elgin 2692. Victor Siften, president; Gillis Purcell, chief executive; C. B. Edwards, manager; C. A. Day, treasurer.

REUTERS LTD. OF LONDON—Times Building, 229 West 43rd. New York. Tel.: Bryant 9-8558. D. K. Rogers, manager.

1000	4600	3000	250
KIEM	**KRED**	**KGPO**	**KUIN**

OLD STATIONS IN SERVICE AND EXPERIENCE

NEW STATIONS IN FACILITIES AND PROGRAMS

KIEM, Eureka, Calif. Established 1933.

Koverage—100,000 people.
Impact—15 years experience in Market.
Efficiency—Top-flight staff & Equipment.
Mail count—Over 45,000 Letters, 1948.

KRED, Eureka, Calif. Established January 1, 1948.

First FM in Northern California
Koming to maturity after year of service.
Reaching additional families.
Extra coverage . . . day and night.
Delivery plus audience.

—Ask John Blair

KUIN, Grants Pass, Oregon. Established 1939.

New broadcast plant completed in 1948
New enlarged studio-transmitter building
AM tower giving increased signal
New speech equipment throughout

KGPO, Grants Pass, Oregon. Established January 1, 1948.

First FM station in Southern Oregon
KUIN 250 watt AM Voice of Southern Oregon
KGPO 3000 watt FM Voice of Southern Oregon

—See Wm. S. Grant

MBS, DLBS, WORLD, MacGREGOR, STANDARD, COLE

LOCAL NEWS DEPARTMENTS OPERATING IN ALL STATIONS

KIEM	**KRED**	**KGPO**	**KUIN**
1000	4600	3000	250

XUM

Directory of
BROADCASTING STATION REPRESENTATIVES

With Lists of Stations Represented

Lists of stations supplied by each firm; dagger (†) indicates firm is also newspaper representative

ABC SPOT SALES

(American Broadcasting Company)

Ralph E. Dennis, *Manager*

New York—7 W. 66th St. Tel. Trafalgar 3-7000. Eastern Mgr.: Earl B. Salmon.
Chicago—20 N. Wacker Drive. Tel.: Delaware 1900. Mgr.: Roy McLaughlin.
Hollywood—6363 Sunset Blvd. Tel.: Hudson 2-3141. Mgr.: Clyde Scott.
Detroit—Stroh Bldg. Tel.: Cherry 8321. Mgr.: Harold Christian.
San Francisco—155 Montgomery St. Tel.: Exbrook 6544. Mgr.: Kirk Torney.

Represents

WMAL Washington
WJZ New York
KGO San Francisco
WENR Chicago
KECA Los Angeles
WXYZ Detroit

ADVERTISING TIME SALES CO.

Chicago—360 North Michigan Ave. Franklin 2-5241.
New York—50 E. 42nd St. Tel.: Murray Hill 6-1788.
Dallas—507 Texas Bank Bldg. Tel.: Central 9026.

(Stations represented not available)

AIRSPOT SALES

Chicago 1—64 E. Lake St. Tel.: Franklin 2-0961. Gen. Mgr.: Joseph Kapps.

(Stations represented not reported)

AVERY-KNODEL INC.

New York 17—565 Fifth Ave. Tel.: Plaza 3-2622. Mgr.: Lewis H. Avery.
Chicago 1—333 N. Michigan Ave. Tel.: Andover 4710. Mgr.: J. W. Knodel.
San Francisco 4—Russ Bldg. Tel.: Douglas 2-5873. Mgr.: David H. Sandeberg.
Los Angeles 15—315 W. Ninth St. Tel.: Tucker 2095. Mgr.: Norman E. Noyes.
Atlanta 3—41 Marietta St. N.W. Tel.: Cypress 7545. Mgr.: Charles C. Coleman.

Represents

WROW Albany, N. Y.
WISE Asheville, N. C.
WGAC Augusta, Ga.
KERO Bakersfield, Calif.
WKBW Buffalo
WAYS Charlotte, N. C.
WJJD Chicago
WSAI Cincinnati
WKIX Columbia, S. C.
KDAL Duluth, Minn.
KFRE-KTKC Fresno, Calif.
KILO Grand Forks, N. D.
WJEF Grand Rapids, Mich.
WCOG Greensboro, N. C.
WFBC Greenville, S. C.
KULA Honolulu, T. H.
KTHT Houston
WMBR Jacksonville, Fla.
WKZO Kalamazoo, Mich.
WLOK Lima, O.
WIBA Madison, Wis.
WEMP Milwaukee
WDGY Minneapolis
WNJR Newark, N. J.
KLO Ogden, Utah
KOMA Oklahoma City
WIRL Peoria, Ill.
KOIN Portland, Ore.
WFCI Providence, R. I.
WHBF Rock Island, Ill.
WNAO Raleigh, N. C.
WRUN Rome, N. Y.
KROY Sacramento, Calif
KALL Salt Lake City
KJR Seattle
KMA Shenandoah, Ia.
KSOO Sioux Falls, S. D.
KTUL Tulsa, Okla.
WBRY Waterbury, Conn.
KXEL Waterloo, Ia.
KFBI Wichita, Kan.
WAIR Winston-Salem,N.C

The Intermountain Network

L. L. BARNARD & CO.

New York—53 E. 77th St. L. L. Barnard, Owner.

BERTHA BANNAN

Boston—Little Bldg. Tel.: Hubbard 4370. Bertha Bannan, Ebba Nylen.

New England Representation

WCAU Philadelphia
WHN New York
WJAR Providence
WLBZ Bangor, Me.
WHAI Greenfield, Mass.
WCSH Portland, Me.
WHYN Holyoke, Mass.
WIBX Utica, N. Y.
WRDO Augusta, Me.
WATR Waterbury, Conn.
WSPR Springfield, Mass.
WHEB Portsmouth, N. H.
WBRK Pittsfield, Mass.
WESX Salem, Mass.
WNBH New Bedford, Mass.
WOCB Cape Cod, Mass.
WEIM Fitchburg, Mass.
WKXL Concord, N. H.
WSYB Rutland, Vt.
WSNY Schenectady, N. Y.
WDEV Waterbury, Vt.
WWSR St. Albans, Vt.
WKNB New Britain, Co
WELI New Haven, Conn.
WAGM Presque Isle, Me.
WBBT Brockton, Mass.
WCRB Waltham, Mass.
WOKO Albany, N. Y.
WCCM Lawrence, Mass.

Maine Broadcasting System

HIL F. BEST

Detroit 26—Transportation Bldg. Tel.: Randolph 7298.

(Stations represented not available)

WALTER BIDDICK CO.

Los Angeles 15—1151 S. Broadway. Tel.: Richmond 6184. Mgr.: Guy M. Biddic

Represents on Pacific Coast

WIBW Topeka, Kan.
KAST Astoria, Ore.
WIBX Utica, N. Y.
KCKN Kansas City, Kan.
KIEV Glendale, Calif.
KGIW Alamosa, Colo.
KMED Medford, Ore.
KWRC Pendleton, Ore.
WSNY Schenectady, N. Y.
WATN Watertown, N.
KWBR Oakland, Calif.
KVER Alberquerque, N.
KRPL Moscow, Ida.
KJSK Columbus, Neb.

JOHN BLAIR & COMPANY

Chicago—520 N. Michigan Ave. Tel.: Superior 7-8659. Mgr.: John Blair.
New York—22 E. 40th St. Tel.: Murray Hill 9-6084. Mgr.: Richard D. Buckley
St. Louis—Paul Brown Bldg. Tel.: Chestnut 5688. Mgr.: J. Chris Hetherington
Los Angeles—6331 Hollywood Blvd. Tel.: Granite 6103. Mgr.: Carleton Coveny.
San Francisco—Russ Bldg. Tel.: Douglas 2-3188. Mgr.: Lindsey H. Spight.
Detroit—Book Bldg. Tel.: Randolph 5257. Mgr.: Paul Ray.

Represents

Don Lee Broadcasting System (MBS)

The Arizona Radio Network

KOY Phoenix, Ariz.
KIEM Eureka, Cal.
KHJ Los Angeles
KFXM San Bernardino, Cal.
KGB San Diego, Cal.
KFRC San Francisco
KDB Santa Barbara, Cal.
KGDM Stockton, Cal.
KFEL Denver
WJAX Jacksonville, Fla.
WQAM Miami, Fla.
WFLA Tampa, Fla.
KIDO Boise, Idaho
WLS Chicago
WFBR Baltimore
WOW Omaha
WNEW New York
KFYR Bismarck, N. D.
WBNS Columbus, O.
WGBI Scranton, Pa.
WROL Knoxville, Tenn.
KTRH Houston
KDYL Salt Lake City
WMBG Richmond, Va.
WDBO Orlando, Fla.
WIBC Indianapolis
KXOK St. Louis
KODY North Platte,
KPOJ Portland, Ore.
WDSU New Orleans
WLOL Minneapolis
WHDH Boston
WHB Kansas City
KABC San Antonio
KHON Honolulu
KTUC Tuscon, Ariz.
WRR-KFJZ Fort Wo
  Dallas
WSPA Spartanburg, S.
WKLD Louisville, Ky.

BLAIR TV Inc.

(Television representation subsidiary of John Blair & Co.)

William Weldon, Mgr.

(See Blair & Co. for offices)

Represents

KTSL Los Anegeles
WTVR Richmond, Va.
KDYL-TV Salt Lake City
WDSU-TV New Orleans

THE BOLLING COMPANY Inc.

New York 17—480 Lexington Ave. Tel.: Plaza 9-8150. Mgr.: George W. Bolling.
Chicago 1—360 N. Michigan Ave. Tel.: Dearborn 5277. Mgr.: Robert H. Bolling
Hollywood 28—6912 Hollywood Blvd. Tel.: Granite 2248. Mgr.: Norman E. N
San Francisco—1 Nob Hill Circle. Tel.: Yukon 6-2187. Mgr.: B. Newlin.

Represents

KSFO San Francisco, Calif.
WHOT South Bend, Ind.
WCFL Chicago
WHP Harrisburg
WNBF Binghamton, N. Y.
WOV New York, N. Y.

†THE BRANHAM COMPANY

Chicago—360 N. Michigan Ave. Tel.: Central 6-5726. Mgr.: C. B. Peterson.
New York—230 Park Ave. Tel.: Murray Hill 6-1860. Mgr.: Joseph F. Timlin.
Atlanta—Rhodes-Haverty Bldg. Tel.: Walnut 4851. Mgr.: H. L. Ralls.
St. Louis—Arcade Bldg. Tel.: Chestnut 6192. Mgr.: J. E. Nicholson.
Dallas—First National Bank Bldg. Tel.: Riverside 4884. Mgr.: George Hardin
Detroit—General Motors Bldg. Tel.: Trinity 1-0440. Mgr.: H. A. Anderson.
Charlotte, N. C.—Commercial National Bank Bldg. Tel.: 8839. Mgr.: B. C. F
San Francisco—5 Third St. Tel.: Garfield 6740. Mgr.: G. D. Close.
Los Angeles—2948 Wilshire Blvd. Tel.: Dunkirk 8-8158. Mgr.: Chet Doyle.
Memphis—Sterick Bldg. Tel.: 8-2344. Mgr.: Sidney Nichols.

Represents

WLAY Muscle Shoals, Ala.
WMOB Mobile, Ala.
KTHS Hot Springs, Ark.
KFMB San Diego, Cal.*
WGBA Columbus, Ga.*
KWKH Shreveport, La.
WRBC Jackson, Miss.
WCPO Cincinnati
KBYE Oklahoma City
WDEF Chattanooga, Tenn.
WTJS Jackson, Tenn.*
WNOX Knoxville, Tenn.
WMC Memphis *
KRIC Beaumont, Tex.*
KWBU Corpus Christi
  Tex.
KAND Corsicana, Tex.
KRLD Dallas *
WEWS (TV) Clevelan

West Virginia Network

WCHS Charleston, W. Va.
WBLK Clarksburg, W. Va.*
WSAZ Huntington, W. Va.
WPAR Parkersburg, W.

---

* Also FM.

(Continued on page 40)

Knox Larue

Dan Schmidt

Frank Mc Carthy

Warren Nelson

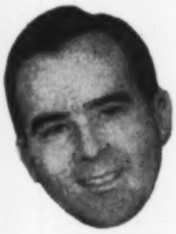
Dick Hunter

Harry Wise

Frank Fitzpatrick

Carlos Mc Abee

Ray Trotter



Jack White

Paul Senft

"Our teeth were sharpened long ago!"

These men possess an invaluable background of marketing and merchandising experience. Before joining us they proved their abilities with such organizations as Westinghouse, NBC, The Chicago Tribune, McGraw-Hill, International Harvester, B. B. D. & O., Hearst, and both small and big market radio stations.

These men, who long ago sharpened their teeth in these diversified fields of selling, have averaged over *five years* with the Hollingbery Company. They are fully qualified to show you how to increase your sales with radio and television. Consult us about your sales problem. Ask a Hollingbery man—any of these Hollingbery men.

Ed Spencer

Fred Hague

George P. Hollingbery Company

George P. Hollingbery

Offices in

CHICAGO, 307 N. Michigan Ave.
NEW YORK, Graybar Bldg., 420 Lexington Ave.
LOS ANGELES, 411 W. 5th Street
SAN FRANCISCO, Russ Bldg., 235 Montgomery Street
ATLANTA, Whitehead Bldg., 223 Peachtree Street

Directory of
BROADCASTING STATION REPRESENTATIVES

(Continued from page 38)

BROADCAST TIME SALES CORP.

New York 55—355 E. 149th St. Tel.: Cypress 2-2630. Mgr.: Edw. J. & Frank A. Sause.

(Stations represented not reported)

HOWARD C. BROWN CO.

Hollywood 38—6059 Melrose Ave. Tel.: Hollywood 6045. Mgr.: Howard C. Brown.

Represents

3XY Melbourne, Australia

BULMER AND JOHNSON, Inc.

Minneapolis 2—WCCO Bldg. Tel.: Lincoln 7017.

(Stations represented not reported)

BURN-SMITH CO., Inc.

New York 18—19 W. 44th St. Tel.: Murray Hill 2-3124. Mgr.: C. Stanley Bailey.
Chicago 1—307 N. Michigan Ave. Tel.: Central 4437. Mgr.: John A. Toothill.
Los Angeles 15—Chamber of Commerce Bldg. Tel.: Richmond 6184. Mgr.: Clark Barnes.

Represents

WELL Battle Creek, Mich.
WMRF Lewistown, Pa.
WALB Albany, Ga.
WJLS Beckley, W. Va.
WRUF Gainesville, Fla.
WJSW Altoona, Pa.
WEPM Martinsburg, W. Va.
WHHT Durham, N. C.
WMRC Greenville, S. C.
KWJJ Portland, Ore.
WBAX Wilkes-Barre, Pa.
WTRC Elkhart, Ind.
WHAI Greenfield, Mass.
WFVA Fredericksburg, Va.
WSSV Petersburg, Va.
WCMA Corinth, Miss.
WOPI Bristol, Tenn.
WOMI Owensboro, Ky.
WLBJ Bowling Green, Ky.
WHLN Harlan, Ky.
WIBU Madison, Wis.
WISE Asheville, N. C.
WCNC Elizabeth City, N. C.
WGBG Greensboro, N. C.
WMFR High Point, N. C.
WFTC Kinston, N. C.
WCBT Roanoke Rapids, N. C.
WSTP Salisbury, N. C.
WMFD Wilmington, N. C.
WCMW Canton, O.
KFOX Long Beach, Calif.
WARL Arlington, Va.
WBOC Salisbury, Md.
WIKY Evansville, Ind.
WJVA South Bend, Ind.
WFTW Fort Wayne, Ind.
WBGE Atlanta
WKYW Louisville
WROV Roanoke, Va.
WKOP Binghamton, N. Y.
WAIM Anderson, S. C.
WENK Union City, Tenn.
WKBZ Muskegon, Mich.
WKLA Ludington, Mich.
KSON San Diego
WXLW Indianapolis
WWOK Flint, Mich.
WDXI Jackson, Tenn.
WCAV Norfolk, Va.
WXGI Richmond, Va.

†CAPPER PUBLICATIONS

New York City—420 Lexington Ave. Tel.: Lexington 2-3280. Mgrs.: Philip Zach, W. L. McKee.

Chicago—180 N. Michigan Ave. Tel.: Central 5977. Mgr.: Frank Gaughen.
Kansas City—21 W. Tenth St. Tel.: Harrison 4700. Mgr.: Joe Story.
San Francisco—Russ Bldg. Tel.: Douglas 5220. Mgr.: Fred Jameson.

Represents

KCKN Kansas City, Kan.
WIBW Topeka, Kan.

THOMAS F. CLARK CO., Inc.

New York 17—205 E. 42nd St. Tel.: Murray Hill 4-6317. Mgr.: Thomas F. Clark.
Chicago—35 E. Wacker Dr. Tel: Central 1112. Mgr.: C. J. Anderson.

Represents

KOKO La Junta, Colo.
KGEK Sterling, Colo.
WMOG Brunswick, Ga.
WMJM Cordele, Ga.
WRLC Toccoa, Ga.
WMGA Moultrie, Ga.
WSNJ Bridgeton, N. J.
WNBZ Saranac Lake, N. Y.
WMBO Auburn, N. Y.
WWRL Woodside, N. Y.
WEGO Concord, N. C.
KGIW Alamosa, Colo.
WRHP Tallahassee, Fla.
WENC Whiteville, N. C.
WOOB Anniston, Ala.
KFKA Greeley, Colo.
WLSA Hammond, La.
WSGM St. Genevieve, Mo.
KDSJ Deadwood, S. D.
WTPR Paris, Tenn.
KVWC Vernon, Tex.
WGNC Gastonia, N. C.
WSTS Southern Pines, N. C.
WKLE Clanton, Ala.
KVRH Salida, Colo.
WKTG Thomasville, Ga.
WKIC Hazard, Ky.
WPAQ Mt. Airy, N. C.
WREL Lexington, Va.

CLARK-WANDLESS CO.

New York 17—205 E. 42nd St. Tel.: Oregon 9-1575. Owners: Thomas F. Clark, H. J. Wandless. Sales Mgr.: S. A. Mann.

(Represents stations in Argentina, Cuba, Panama, Colombia, Ecuador, Costa Rica, Honduras, Guatemala, Nicaragua, Puerto Rico, El Salvador, Uruguay)

MC SERVICE, Inc.

New York 19—1775 Broadway. Tel.: Plaza 7-1124.

(Stations represented not available)

PIERCE W. COOK

(Associated with Ward-Griffith, Co. Inc., Newspaper Representatives)

Atlanta 22—Marietta St. Bldg. Tel.: Walnut 1231. Mgr.: Pierce W. Cook.

(Representation in the South only)

WFBC Greenville, S. C.
WALB Albany, Ga.
WSTP Salisbury, N. C.

DONALD COOKE Inc.

New York 17—551 Fifth Ave. Tel.: Murray Hill 2-7270. Mgr.: Donald Cooke.
Chicago 1—360 N. Michigan Ave. Tel.: Franklin 4527. Mgr.: Jerry Campbell.
Los Angeles 36—5225 Wilshire Blvd. Tel.: York 1437. Mgr.: Gene Grant.
San Francisco—681 Market St. Mgr.: Les Meek.

Represents

WGAD Gadsden, Ala.
KFVD Los Angeles
KVSM San Mateo, Cal.
KTIP Porterville, Cal.
WHOW Clinton, Ill.
KBOW Butte, Mont.
WPAT Paterson, N. J.
WKAL Rome-Utica, N. Y.
WTIK Durham, N. C.
**WRAL Raleigh, N. C.
WFRC Reidsville, N. C.
WIBK Knoxville
WOSH Oshkosh, Wis.
WFRL Freeport, Ill.
WLOU Louisville
WXRA Buffalo
WPFB Middletown, O.
KASH Eugene, Ore.
WCMB Harrisburg, Pa.
WUSN Charleston, S. C.
KBKI Corpus Christi, Tex.
KFRO Longview, Tex.

** In combination with WTIK Durham only.

Canadian Stations

Quebec French Radio Group

CKMO Vancouver
CKX Brandon, Man.
CJOB Winnipeg
CKBW Bridgewater, N. S.
CKFI Fort Frances, Ont.
CJOY Geulph, Ont.
CJRL, Kenora, Ont.
CKWS Kingston, Ont.
CJKL Kirkland Lake, Ont.
CFCH North Bay, Ont.
CHEX Peterborough, Ont.
CHOK Sarnia, Ont.
CKSB St. Boniface, Ont.
CHLO St. Thomas, Ont.
CKGB Timmins, Ont.
CKEY Toronto
CKVL Montreal
CKCV Quebec
CKVL Montreal
CHLT Sherbrooke
CHEF Grandy
CHLN Three Rivers
CJSO Sorel

CONTINENTAL RADIO SALES

Philadelphia—Drexel Bldg. Tel.: Lombard 3-0882. Mgr.: R. D. Carlo.
New York—285 Madison Ave. Tel.: Lexington 2-2450. Mgr. A P Cox.
Chicago—228 N. LaSalle St. Tel.: Franklin 2095. Mgr.: R. Olsen.

Represents

WEBJ Brewton, Ala.
KFFA Helena, Ark.
KELD El Dorado, Ark.
WJOI Florence, Ala.
KDRS Paragould, Ark.
WTBF Troy, Ala.
KICO Calexico, Calif.
WTOR Torrington, Conn.
KGFN Grass Valley, Calif.
WWPF Palatka, Fla.
WSWN Belle Glade, Fla.
WMLT Dublin, Ga.
WBLJ Dalton, Ga.
WSGC Elberton, Ga.
KRPL Moscow, Idaho.
KPDR Alexandria, La.
KROF Abbeville, La.
WJMB Brookhaven, Miss.
WJJW Wyandotte, Mich.
WOOK Silver Spring, Md.
WAGM Presque Isle, Me.
KICA Clovis, N. Mexico.
WSIC Statesville, N. C.
WBUY Lexington, N. C.
KCHS Hot Springs, N. Mexico.
WNNC Newton, N. C.
WTSB Lumberton, N. C.
WHKP Hendersonville, N. C.
WHPE High Point, N. C.
WHED Washington, N. C.
WGNC Gastonia, N. C.
WFLB Fayetteville, N. C.
WAND Canton, Ohio
KWCO Chickasha, Okla.
KLPR Oklahoma City, Okla.
WKPA New Kensington, Pa.
WKOK Sunbury, Pa.
WLBR Lebanon, Pa.
WPRA Mayaguez, Puerto Rico
WGFX Pierre, S. D.
WTND Orangeburg, S. C.
WJMX Florence, S. C.
WJJM Lewisburg, Tenn.
WHBT Harriman, Tenn.
WJZM Clarksville, Tenn.
WLAR Athens, Tenn.
WHUB Cookesville, Tenn.
KRBA Lufkin, Texas
KDWT Stamford, Texas
WIGM Medford, Wisc.

HARRY E. CUMMINGS

Jacksonville, Fla.—Barnett Bank Bldg. Tel.: 3-0381. Mgr.: Harry E. Cummings.

Southeastern Representative

WJAX Jacksonville, Fla.
WDIG Dothan, Ala.
WSP Spartanburg, S. C.
WTAL Tallahassee, Fla.
WROL Knoxville, Tenn.
WDBO Orlando, Fla.
WIOD Miami, Fla.
WHIO Dayton, O.
WFLA Tampa, Fla.

EVERETT-McKINNEY, Inc.

New York 17—40 E. 49th St. Tel.: Plaza 9-3747.
Chicago 11—400 N. Michigan Ave. Tel.: Superior 7-9366.
San Francisco 5—681 Market St. Tel.: Douglas 2-4775.
Hollywood 28—6912 Hollywood Blvd. Tel.: Hollywood 6281.

Represents

WTHT Hartford, Conn.
WSTC Stamford, Conn.
WROM Rome, Ga.
WDAN Danville, Ill.
Iowa Tall Corn Network & individually
KROS Clinton
KSWI Council Bluffs
KSIB Creston
KSTT Davenport
KDEC Decorah
KWDM Des Moines
KDTH Dubuque
KVFD Ft. Dodge
KOKX Keokuk
KFJB Marshalltown
KICM Mason City
KWPC Muscatine
KICD Spencer
KAYX Waterloo
KWHK Hutchinson, Kans.
WBEC Pittsfield, Mass.
WABY Albany, N. Y.
WENY Elmira, N. Y.
WGLN Glens Falls, N. Y.
WHDL Olean, N. Y.
WHEC Rochester
KFLW Klamath Falls, Ore.
KORE Eugene, Ore.
WPAM Pottsville, Pa.
WRAK Williamsport, Pa.
KRIO McAllen
KCOR San Antonio
KTFS Texarkana, Tex.
KWTX Waco, Tex.
WLIP Kenosha, Wis.

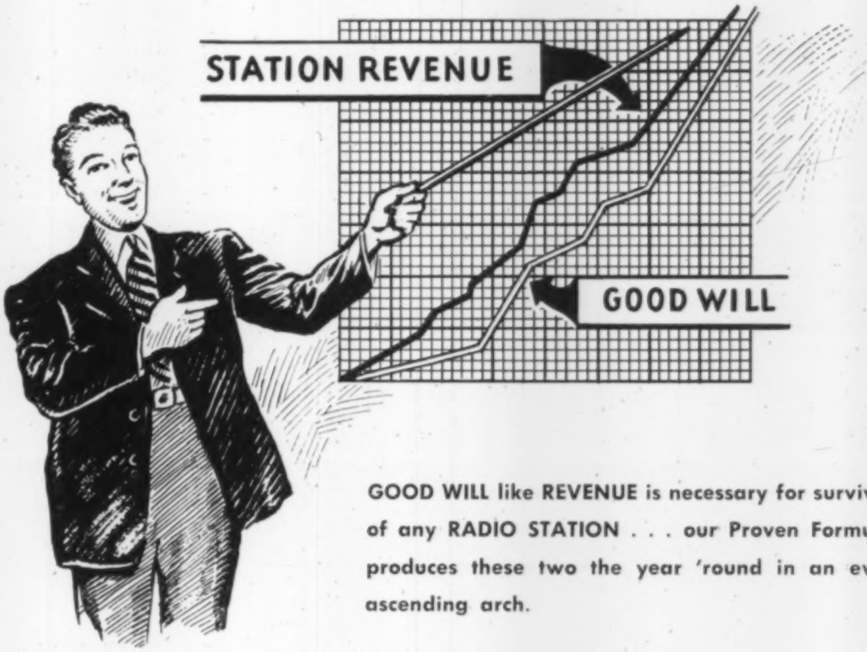
(Continued on page 42)

IN THE SCIENCE OF STATION PROMOTION

There is no Substitute For The...

"BETTER BUSINESSMEN'S RADIO LEAGUE"

A Better Plan Guaranteed to Produce
Better Public Relations and Station Revenue



NO RESALE OF TIME STRICTLY PERCENTAGE ARRANGEMENT THAT PROVIDES THESE ACCESSORIES FREE TO STATIONS:

- DECALS
- DISPLAY CARDS
- MAILING PIECES
- NEWSPAPER MATS
- MONTHLY NEWS-LETTERS TO ALL ACCOUNTS.

GOOD WILL like REVENUE is necessary for survival of any RADIO STATION . . . our Proven Formula produces these two the year 'round in an ever ascending arch.

TRIED and PROVEN...

No Need For Pioneering

No Clocks - - - No Pictures - - - No Heartaches

Wire, write or telephone collect for the

KEY TO SUCCESSFUL MANAGEMENT IN 1949

WE HAVE IT!

EXCLUSIVE REPRESENTATIVES:

BROADCAST TIME SALES CORPORATION

EDWARD J. SAUSE, President

355 East 149th St.   New York 55, N. Y.   CYpress 2-2630

Directory of
BROADCASTING STATION REPRESENTATIVES

(Continued from page 46)

FM REPS Inc.

Los Angeles 4—416 N. Oxford. Tel.: Hillside 2450. John W. Swallow, pres.; David S. Ballou, vice-pres. & gen. mgr.; E. Marvin Goodson, sec.-treas.
New York City 17—17 E. 48th St. Tel.: Wickersham 2-1127. Martin S. Pollin, Mgr.

(Represents FM Stations only)

FORJOE & COMPANY

New York—19 W. 44th St. Tel.: Murray Hill 7-5343. Mgr.: Joseph Bloom, Jack Koste.
Chicago—360 N. Michigan Ave. Tel.: Andover 5364. Mgr.: James R. Connor.
Los Angeles—1509½ Wilshire Blvd. Tel.: Fairfax 1171. Mgr.: Lawrence Krasner.
San Francisco—607 Market St. Tel.: Sutter 1-7569. Mgr.: Harold Hoffman.
Philadelphia—Widener Bldg. Tel.: Rittenhouse 6-6233. Mgr.: Fred Bernstein.
St. Paul—Paul Brown Bldg. Tel.: National 7203. Mgr.: Leslie P. Ware.
Washington, D. C.—1000 Connecticut Ave. Tel.: National 7203. Mgr.: Ben Strouse.

(Stations Represented not listed)

FREE & PETERS, Inc.

New York 22—444 Madison Ave. Tel.: Plaza 5-4130. Mgr.: H. Preston Peters.
Chicago 1—180 N. Michigan Ave. Tel.: Franklin 6373. Mgr.: Lloyd Griffin.
Atlanta 3—Palmer Bldg. Tel.: Main 5667. Mgr.: James M. Wade.
Detroit 26—Penobscot Bldg. Tel.: Cadillac 4255. Mgr.: W. W. Bryan.
Fort Worth 2—406 W. 7th St. Tel.: 36-3349. Mgr.: Joseph W. Evans.
Hollywood 28—6331 Hollywood Blvd. Tel.: 2151. Mgr.: Hal W. Hoag.
San Francisco 4—58 Sutter St. Tel.: Sutter 1-4353. Mgr.: A. Leo Bowman.

Represents Radio

WGR Buffalo, N. Y.
WOC Davenport, Ia.
WHO Des Moines
WDAY Fargo, N. D.
KMBC-KFRM Kansas City
WISH Indianapolis
WTCN Minneapolis-St. Paul
WMBD-WDZ Peoria-Tuscola
KSD St. Louis
WFBL Syracuse
WCSC Charleston, S. C.
WIS Columbia, S. C.
WPTF Raleigh, N. C.
WDBJ Roanoke, Va.
WAVE Louisville
KOB Albuquerque, N. M.
KIRO Seattle
KRIS Corpus Christi, Tex.
KXYZ Houston
KDSH Boise, Idaho
KFDM Beaumont, Tex.
KVOD Denver
WDSM Duluth-Superior
WMCA New York
KFAB Omaha
KEX Portland, Ore.
KSDJ San Diego. Calif.
WBAP Fort Worth-Dallas
KGMB-KHBC Honolulu-Hilo
WMAW Milwaukee
WGH Norfolk
WTHI Terre Haute, Ind.
WISZ, WBZA Boston-Springfield
WOWO Ft. Wayne
KYW Philadelphia
KDKA Pittsburgh

Represents TV

WAAM Baltimore
WOC-TV Davenport
WBAP-TV Ft. Worth-Dallas
WAVE-TV Louisville
WICN-TV Minneapolis-St. Paul
WPIX New York
WMBD-TV Peoria
KSD-TV St. Louis

THE FRIEDENBERG AGENCY Inc.

New York 19—165 W. 46th St. Tel.: Longacre 3-4474. Mgr.: H. A. Friedenberg.
Chicago—333 N. Michigan Ave. Tel.: Andover 6686. Mgr.: Alvin Eicoff.
Charlotte—328½ N. Tryon. Mgr.: Raymond Gilley.

Represents

Alabama State Group: WOOB Anniston, WVOK Birmingham, WEBJ Brearton, WKUL Cullman, WXAL Demopolis, WKIG Dothan, WMFT Florence, WGAD Gadsden, WFUN Huntsville, WWWB Jasper, WKAB Mobile, WMGY Montgomery, WJHO Opelika, WBTF Troy, WTBC Tuscaloosa.

West Virginia Group: WKOY Bluefield, WCAW Charleston, WVVW Fairmont, WHTN Huntington, WOAY Oak Hill.

KARV Phoenix, Ariz.
WGGG Gainesville, Fla.
WJVB Jacksonville, Fla.
WNGO Mayfield, Ky.
KWSL Lake Charles, La.
WANN Annapolis, Md.
WJEJ Hagerstown, Md.
WKOX Framingham, Mass.
WTAO Cambridge, Mass.
KXLO Lewiston, Mont.
KOJM Havre, Mont.
KBRL McCook, Neb.
WCAM Camden, N. J.
WJOC Jamestown, N. Y.
WWNF Fayetteville, N. C.
WAND Canton, O.
WJEL Springfield, O.
KASA Elk City, Okla.
WLOA Pittsburgh, Pa.
KRST Tyler, Tex.
WHYU Newport News, Va.
WLOH Princeton, W. Va.

GENE GRANT & CO.

Los Angeles 36—5225 Wilshire Blvd. Tel.: York 8812.
San Francisco 5—681 Market St. Tel.: Garfield 1-5512.

Represents

WJRD Tuscaloosa, Ala.
KFFA Helena, Ark.
KBTM Jonesboro, Ark.
KOKO La Junta, Colo.
WHLS Port Huron, Mich.
KBLF Red Bluff, Calif.
KLOK San Jose, Calif.
KBOW Butte, Mont.
WSKB McComb, Miss.
WBBB Burlington, N. C.
KGKB Tyler, Tex.
WBTH Williamson, W. Va.
WLDS Jacksonville, Ill.
KTIP Porterville, Calif.
KTBI Tacoma, Wash.
KVSM San Mateo, Calif.
KFVD Los Angeles
KPAS Banning, Calif.
KWTC Barstow, Calif.
KLAS Las Vegas, Nev.
KICO Calexico, Cal.
KASH Eugene, Ore.
KOCS Ontario, Cal.
KSPA Santa Paula, Cal.

W. S. GRANT CO., Inc.

San Francisco—703 Market St. Tel.: Exbrook 2-6685. Gen. Mgr.: W. S. Grant.
Los Angeles—412 W. 6th St. Tel.: Vandike 6341. Mgr.: Grant Pollock.
New York—33 W. 42nd St. Tel.: Bryant 9-1374. Mgr.: Bernard Howard.
Chicago—180 N. Michigan Ave. Tel.: Dearborn 7869. Mgr.: Frank R. Black.

Represents

KPMC Bakersfield, Calif.
KHSL Chico, Calif.
KHUM Eureka, Calif.
KNGS Hanford, Calif.
KMYC Marysville, Calif.
KYOS Merced, Calif.
KTRB Modesto, Calif.
KCMJ Palm Springs, Cal.
KPRL Paso Robles, Calif.
KVCV Redding, Calif.
KYOR San Diego
KVEC San Luis Obispo
KSMO San Mateo, Calif.
KVOE Santa Ana, Calif.
KVVC Ventura, Calif.
KHUB Watsonville, Calif.
KBIO Burley, Ida.
KRLC Lewiston, Ida.
KAVR Havre, Mont.
KIYI Shelby, Mont.
KENO Las Vegas, Nev.
WPTW Piqua, O.
WBEX Chillicothe, O.
KBND Bend, Ore.
KRUL Corvallis, Ore.
KUGN Eugene, Ore.
KUIN Grants Pass, Ore.
KFJI Klamath Falls, Ore.
KYJC Medford, Ore.
KSLM Salem, Ore.
KNAK Salt Lake City
KJAM Vernal, Utah
KSVC Richfield, Utah
WSKI Montpelier, Vt.
KXRO Aberdeen, Wash.
KPUG Bellingham, Wash.
KELA Centralia-Chehalis, Wash.
KWLK Longview, Wash.
KGY Olympia, Wash.
KREM Spokane
KUJ Walla Walla, Wash.
KYAK Yakima, Wash.
KOWB Laramie, Wyo.

HOMER GRIFFITH CO.

Hollywood 28—6912 Hollywood Blvd. Tel.: Hollywood 6281. Mgr.: Homer Griffith.
San Francisco 4—681 Market St. Tel.: Douglas 4475.

(Stations represented not reported)

MELCHOR GUZMAN CO., Inc.

New York—45 Rockefeller Plaza. Tel.: Circle 7-0624. Mgr.: A. M. Martinez.

(Represents stations in Cuba, Mexico, Central and South America)

†ARTHUR H. HAGG ASSOCIATES, Inc.

Chicago 1—360 N. Michigan Ave. Tel.: Central 7553. Mgr.: Arthur H. Hagg.
New York 17—366 Madison Ave. Tel.: Murray Hill 2-8865 Mgr.: Phil Broderick.

Represents

KGNO Dodge City, Kans.

HEADLEY-REED CO.

New York—405 Lexington Ave. Tel.: Murray Hill 3-5467. Mgr.: Frank M. Headley.
Chicago—180 N. Michigan Ave. Tel.: Franklin 2-4686. Mgr.: Dwight S. Reed.
Detroit—Penobscot Bldg. Tel.: Randolph 7371. Mgr.: Harold V. Barrett.
Atlanta—Palmer Bldg. Tel.: Cypress 4311. Mgr.: E. W. Sweatman, Jr.
San Francisco—300 Montgomery St. Tel.: Yukon 6-1265. Mgr.: Ralph W. Mitchell.
Hollywood—Taft Bldg. Tel.: Hillside 7738. Mgr.: Harold Lindley.

Represents

WSGN Birmingham, Ala.
WALA Mobile, Ala.
WSFA Montgomery, Ala.
KJBS San Francisco
WELI New Haven
WCON Atlanta
WDAK Columbus, Ga.
WROK Rockford, Ill.
WGL Ft. Wayne, Ind.
KSO Des Moines
WINX Washington, D. C.
WITH Baltimore
WSAR Fall River, Mass.
WSAM Saginaw. Mich.
KFEQ St. Joseph, Mo.
KMMJ Grand Island, Neb.
WBAB Atlantic City
WHLD Niagara Falls
WSOC Charlotte, N. C.
WSJS Winston-Salem, N.C.
WWNC Asheville, N. C.
WKOW Madison, Wis.
WJW Cleveland
WCOL Columbus, O.
WFMJ Youngstown, O
WSAN Allentown, Pa.
WFBG Altoona, Pa.
WJAC Johnstown, Pa.
WAPO Chattanooga
WSYR Syracuse, N. Y.
WTRY Troy, N. Y.

GEORGE P. HOLLINGBERY CO.

Chicago—307 N. Michigan Ave. Tel.: Andover 3-2636. Mgr.: George P. Hollingbery.
New York—420 Lexington Ave. Tel.: Oregon 9-2660. Mgr.: F. E. Spencer, Jr.
Atlanta—223 Peachtree St. Tel.: Cypress 1489. Mgr.: Dan Schmidt, III.
San Francisco—235 Montgomery St. Tel.: Douglas 2-7192. Mgr.: Knox LaRue.
Los Angeles—411 W. Fifth St. Tel.: Madison 6-3633. Mgr.: Harry H. Wise, Jr.

Represents

WADC Akron, O.
WGST Atlanta
WRDW Augusta, Ga.
WJBO Baton Rouge, La.
WBCM Bay City, Mich.
WTMA Charleston, S. C.
WAAF Chicago
WRBL Columbus, Ga.
WHIO Dayton
WWJ Detroit
WEBC Duluth
WEAU Eau Claire, Wis.
KTSM El Paso, Tex.
WBIG Greensboro, N. C.
WJDX Jackson, Miss.
WREN Topeka, Kans.
WIOD Miami, Fla.
KOWH Omaha
WEEU Reading, Pa.
WHAM Rochester, N. Y.
WSAV Savannah, Ga.
WARM Scranton, Pa.
KSCJ Sioux City, Ia.
KCNA Tucson, Ariz.
WSPR Springfield, Mass.
KGBX Springfield, Mo.
KVI Tacoma, Wash.
KFBI Wichita, Kans.
WBTM Danville, Va.
KGVO Missoula, Mont.
WHOO Orlando, Fla.
KOOL Phoenix, Ariz.
WJAS Pittsburgh
KITO San Bernardino, Calif.
WGST Atlanta, Ga.
WINR Binghamton, N. Y.
KOPR Butte, Mont.
KOLO Reno, Nev.
KIST Santa Barbara, Calif.
KNEW Spokane, Wash.
KSJB Jamestown, N. D.
KGHI Little Rock, Ark.
WLVA Lynchburg, Va.
WWEZ New Orleans, La.
WISC Madison, Wis.
KGEM Boise, Ida.
KEIO Pocatello, Ida.
KIFI Idaho Falls, Ida.
KLIX Twin Falls, Ida.

(Continued on page 44)

HEADLEY—REED COMPANY

REPRESENTING RADIO AND TELEVISION STATIONS EXCLUSIVELY

NEW YORK CHICAGO DETROIT ATLANTA HOLLYWOOD SAN FRANCISCO

ALL OFFICES COMPANY OWNED AND OPERATED

Directory of
BROADCASTING STATION REPRESENTATIVES

(Continued from page 42)

HAL HOLMAN COMPANY

Chicago 1—360 N. Michigan Ave. Tel.: Franklin 2-0016. Mgr.: Hal Holman.
New York—4 E. 41st St. Tel.: Murray Hill 3-3421. Mgr.: Gerald T. Stanley.
Los Angeles 28—6381 Hollywood Blvd. Tel.: Hollywood 5048. Mgr.: Tracy Moore.

Represents

WTCM Traverse City, Mich.
WATT Cadillac, Mich.
WATZ Alpena, Mich.
WMBN Petoskey, Mich.
*WIBM Jackson, Mich.
WILS Lansing, Mich.
WMUS Muskegon, Mich.
WHLS Port Huron, Mich.
WMMI Marquette, Mich.
WCAZ Carthage, Ill.
WCRA Effingham, Ill.
WKAN Kankakee, Ill.
WKIL-FM Kankakee, Ill.
WIBV Belleville, Ill.
WVLN Olney, Ill.
*WLBC Muncie, Ind.
WLBC-FM Muncie, Ind.
WAYX Waycross, Ga.
WCLE Clearwater, Fla.
WGNS Murfreesboro, Tenn.
KSEL Lubbock, Tex.
KFXJ Grand Junction, Colo.
WPAG Ann Arbor, Mich.
WKNX Saginaw, Mich.
WSIV Pekin, Ill.
WLOS Jacksonville, Ill.
WEXT Milwaukee
WTWT Stevens Point, Wis.
WCBC Anderson, Ind.
WHIR Danville, Ky.
KNEB Scottsbluff, Neb.
KWBM Williston, N. D.
KGAF Gainsville, Tex.

---

*Represented in Western territory only.

INTER-AMERICAN PUBLICATIONS, Inc.

New York 17—41 E. 42nd St. Tel.: Murray Hill 2-0886.

(Stations represented not available)

†THE KATZ AGENCY

New York 18—500 Fifth Ave. Tel.: Wisconsin 7-8620. Sales Mgr.: George Brett.
Chicago 1—307 N. Michigan Ave. Tel.: Central 6-4006. Mgr.: Gerald H. Gunst.
Detroit 2—General Motors Bldg. Tel.: Trinity 2-7685. Mgr.: Ralph Bateman.
Kansas City 6—Bryant Bldg. Tel.: Victor 7095. Mgr.: Thomas J. Flanagan.
Atlanta 3—22 Marietta St. Bldg. Tel.: Walnut 4795. Mgr.: Fred M. Bell.
Dallas 1—Republic Bank Bldg. Tel.: Central 7936. Mgr.: Frank Brimm.
San Francisco 5—Monadnock Bldg. Tel.: Sutter 1-7434. Mgr.: Donald C. Staley.
Los Angeles 14—530 W. 6th St. Tel.: Tucker 3219. Mgr.: Stanley J. Reulman.

Represents

KVOR Colorado Springs
KLZ Denver
WOL Washington
WGBS Miami, Fla.
WDAE Tampa
WAGA Atlanta
WMAZ Macon, Ga.
WTOC Savannah
KGU Honolulu
WIND Chicago
WPDQ Jacksonville, Fla.
WEEK Peoria, Ill.
WEOA Evansville, Ind.
WFBM Indianapolis
WMT Cedar Rapids-Waterloo
KRNT Des Moines
WNAX SiouxCity-Yankton
WWL New Orleans
WCOP Boston
WFOF Flint, Mich.
KGHL Billings, Mont.
WXKW Albany, N. Y.
WARC Rochester, N. Y.
WKRC Cincinnati
WSPD Toledo
WKY Oklahoma City
WKST New Castle, Pa.
WFIL Philadelphia
WCAE Pittsburgh
WREC Memphis
WSIX Nashville
KUTA Salt Lake City
KHQ Spokane, Wash.
WMMN Fairmont, W. Va.
WISN Milwaukee
The Georgia Trio
WMAR-TV Baltimore
WFIL-TV Philadelphia
WSPD-TV Toledo
***WAGA-TV Atlanta**
***WKRC-TV Cincinnati**
***WJBK-TV Detroit**
***WFBM-TV Indianapolis**
***WPDQ-TV Jacksonville**
***WKY-TV Oklahoma City**
***WEEK-TV Peoria, Ill.**

---

* Under construction.

KEENAN AND EICKELBERG

San Francisco 4—235 Montgomery St. Tel.: Douglas 2-1323. Mgr.: W. Hubbard Keenan.
Los Angeles 5—2978 Wilshire Blvd. Tel.: Fairfax 8458. Mgr.: Wilbur Eikelberg.
Portland 4, Ore.—333 S. W. Oak St. Tel.: Broadway 3210. Mgr.: Frank H. McHugh Jr.

Represents

WOR New York
WGN Chicago

JOHN KEATING

Portland, Ore.—Alderway Bldg. Tel.: Beacon 4107. Mgr.: John D. Keating.
Seattle, Wash.—2nd & Pine Blvd. Tel.: Elliott 6520. Mgr.: James A. McLoughlin.

Special regional representation of Oregon, Washington and Idaho stations

KAST Astoria, Ore.
KRNR Roseburg, Ore.
KFJI Klamath Falls, Ore.
KSLM Salem, Ore.
KOOS Coos Bay, Ore.
KBND Bend, Ore.
KBKR Baker, Ore.
KORE Eugene, Ore.
KMED Medford, Ore.
KUIN Grants Pass, Ore.
KLBM LaGrande, Ore.
KWIN Ashland, Ore.
KTIL Tillamook, Ore.
KFXD Boise-Nampa, Idaho
KTFI Twin Falls, Idaho
KBIO Burley, Idaho
KSRV Ontario, Ore.
KIT Yakima, Wash.
KWRC Pendleton, Ore.
KODL The Dalles, Ore.
KWIL Albany, Ore.
KRLC Lewiston, Idaho
KWLK Longview, Wash.
KELA Centralia, Wash.
KGY Olympia, Wash.
KXRO Aberdeen, Wash.
KVOS Bellingham, Wash.
KPQ Wenatchee, Wash.
KUJ Walla Walla, Wash.
KOL Seattle, Wash.
KGA Spokane, Wash.
KIEM Eureka, Cal.
KRKO Everett, Wash.
KONP Port Angeles, Wash.
KVAN Vancouver, Wash.
KPOJ Portland, Ore.
KPKW Pasco, Wash.
KBRC Mt. Vernon, Wash.
KMO Tacoma, Wash.
KNPT Newport, Ore.

KETTELL-CARTER

Boston—Park Square Bldg. Tel.: Liberty 2-5799. Partners: Elmer Kettell, Marjor Carter.

Represents in New England and New York State

WOR New York *
WHCU Ithaca, N. Y.
WHIM Providence
WSKI Montpelier, Vt.
WALE Fall River, Mass.
WSYR Syracuse, N. Y.
WBEC Pittsfield, Mass.
WMNB North Adams, Mas

Pine Tree Group of Maine (WABI-WLAM-WPOR-WTVL)
New Hampshire Group (WFEA-WKNE-WLNH-WMOU)
Boston Supplement Group (WBKA-WHAV-WKOX)

---

* New England only.

LORENZEN & THOMPSON, Inc.

New York 18—28 W. 44th St. Tel.: Medallion 3-1750.
Chicago 1—333 N. Michigan Ave. Tel.: Central 2828.
Atlanta 3—Wm. Oliver Bldg. Tel.: Walnut 4932.
Cincinnati 2—4 W. Seventh St. Tel.: Main 6640.
Detroit 26—Penobscot Bldg. Tel.: Randolph 3080.
Kansas City 6—15 W. 10th St. Tel.: Victor 0021.
Los Angeles 14—607 S. Hill St. Tel.: Vandike 7386.
St. Louis 1—411 N. 10th St. Tel.: Chestnut 1965
San Francisco 4—300 Montgomery St. Tel.: Douglas 4393

Represents

KTLN Denver
WINK Ft. Meyers, Fla.
WWPB Miami
WEAT Palm Beach, Fla.
WGEM Quincy, Ill.
WIMS Michigan City, Ind.
WBMS Boston
KAUS Austin, Minn.
KIMO Kansas City-Independence, Mo.
KSTL St. Louis, Mo.
KOLT Scottsbluff, Neb.
KABR Aberdeen, S. D.
KOTA Rapid City, S. D.
KOAT Albuquerque, N. M.
KGAK Gallup, N. M.
KSWS Roswell, N. M.
KTRC Santa Fe, N. M.
WOKO Albany
WWSC Glens Falls, N. Y.
WKPT Kingsport, Tenn.
WATO Oak Ridge, Tenn.
KPAC Beaumont-Port Arthur, Tex.
CJCH Halifax, Nova Scotia
WAFB Baton Rouge, La.

MACK RADIO SALES CO.

Camden, N. J.—126 N. Broadway. Tel.: 2122. Sales Mgr.: L. M. Maxwell.

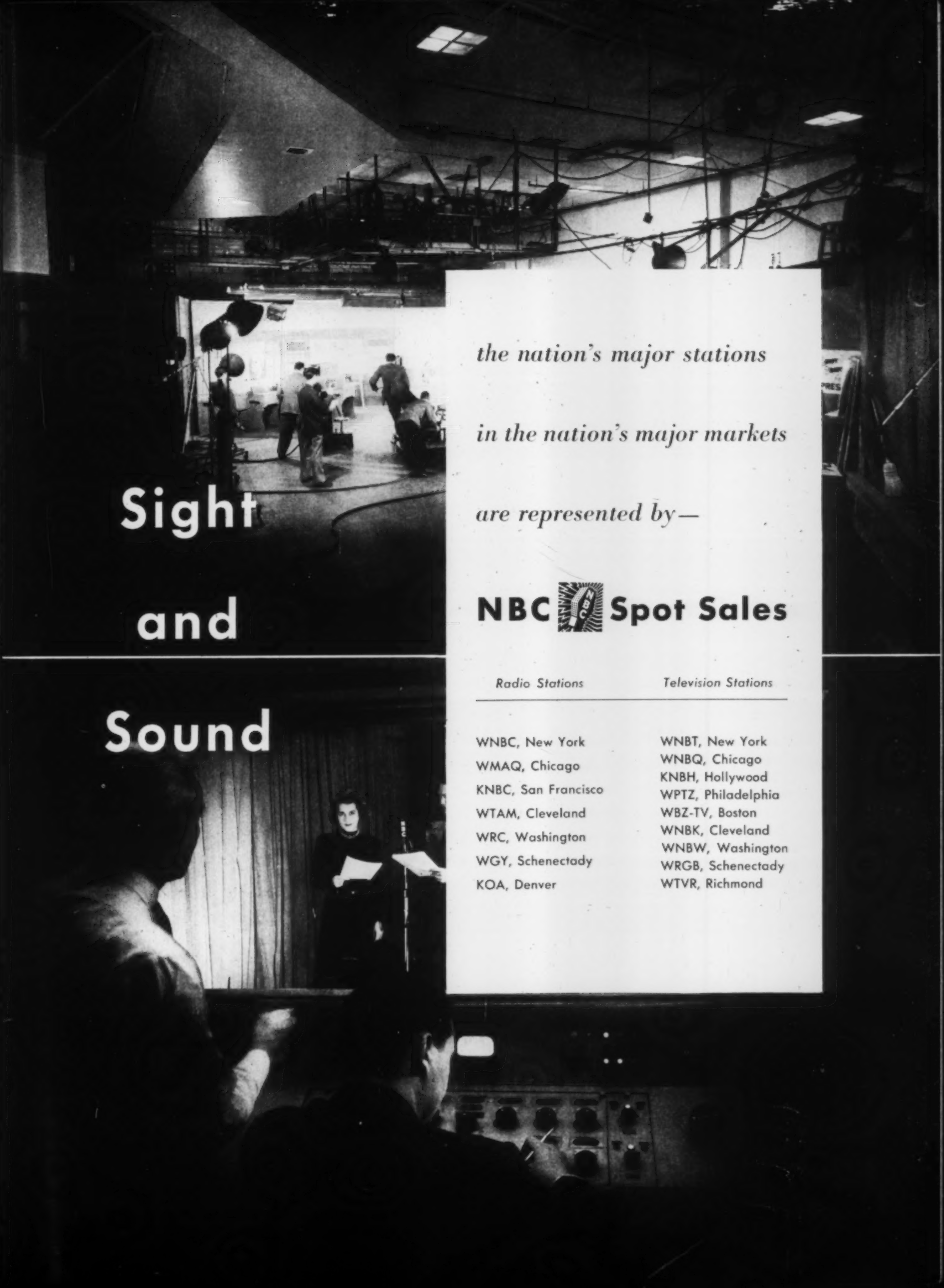
(Continued on page 46)

LORENZEN & THOMPSON'S
basic creed is now
time proven . . . .

*"There is No Substitute for
Initiative and Shoe Leather"*

LORENZEN & THOMPSON INC.
RADIO STATION REPRESENTATIVES

NEW YORK
28 West 44th St.
CHICAGO
333 No. Michigan Ave.
LOS ANGELES
607 So. Hill St.
SAN FRANCISCO
300 Montgomery St.
KANSAS CITY
15 West 10th St.
ATLANTA
905 Wm. Oliver Bldg.
DETROIT
1963 Penobscot Bldg.
ST. LOUIS
411 No. 10th St.



the nation's major stations

in the nation's major markets

are represented by—

NBC Spot Sales

Radio Stations	*Television Stations*
WNBC, New York	WNBT, New York
WMAQ, Chicago	WNBQ, Chicago
KNBC, San Francisco	KNBH, Hollywood
WTAM, Cleveland	WPTZ, Philadelphia
WRC, Washington	WBZ-TV, Boston
WGY, Schenectady	WNBK, Cleveland
KOA, Denver	WNBW, Washington
	WRGB, Schenectady
	WTVR, Richmond

Directory of BROADCASTING STATION REPRESENTATIVES

(Continued from page 44)

McGEEHAN & O'MARA, Inc.

New York—247 Park Ave. Tel.: Plaza 5-0512. Mgr.: W. O. O'Mara.
Chicago—360 N. Michigan Ave. Tel.: Franklin 3719. Mgr.: M. J. McGeehan.
Boston—Statler Office Bldg. Tel.: Liberty 5669. Mgr.: A. C.. MacCarey.
Atlanta—22 Marietta St. Tel.: Walnut 1231. Mgr.: Pierce Cook.
Detroit—General Motors Bldg. Tel.: Madison 3534. Mgr.: Jack F. Kent.
San Francisco—Russ Bldg. Tel.: Garfield 5080. Mgr.: Phil Gilstrap.

Represents

WLAD Danbury, Conn.
WMBM Miami Beach, Fla.
WHBO Tampa, Fla.
WHAV Haverhill, Mass.
WABJ Adrian, Mich.
WBCK Battle Creek, Mich.
WTTH Port Huron, Mich.
WLNH Laconia, N. H.
WOTW Nashua, N. H.
WGAI Elizabeth City, N.C.
WCEC Rocky Mount, N. C.
WWSO Springfield, O.
WESB Bradford, Pa.
WWON Woonsocket, R. I.
WRNO Orangeburg, S. C.
WBEL Beloit, Wis.
WJPG(FM) Manitowoc, Wis.
WAUX Waukesha, Wis.
KCIL Houma, La.
WJMJ Philadelphia, Pa.
KXGI Ft. Madison, Ia.
WCSI(FM) Columbus, Ind.

JOSEPH HERSHEY McGILLVRA, Inc.

New York 17—366 Madison Ave. Tel.: Murray Hill 1-8755. Pres.: Joseph Hershey McGillrva.
Chicago 1—185 N. Wabash Ave. Tel.: State 2-5282. Mgr.: Wm. Lee.
Los Angeles 5—684 S. Fafayette Park Pl. Tel.: Drexel 4388. Mgr.: Robert W. Walker.
San Francisco 4—68 Post St. Tel : Sutter 1-5568. Mgr.: Rogers P. Parratt.
Atlanta—Triangle Bldg. Tel.: Walnut 5642. Mgr.: Dora Dodson.

KGER Long Beach, Cal.
KGHF Pueblo, Colo.
WBAY Coral Gables, Fla.
WMFJ Daytona Beach, Fla.
WIRK West Palm Beach, Fla.
WLAQ Rome, Ga.
WJOL Joliet, Ill.
WJOB Hammond, Ind.
WASK Lafayette, Ind.
KSIG Crowley, La.
WKOB North Adams, Mass.
WGRD Grand Rapids, Mich.
WFPG Atlantic City, N. J.
WKRT Cortland, N. Y.
WKNY Kingston, N. Y.
WMFF Platsburg, N. Y.
WKNS Kinston, N. C.
WMBL Morehead, N. C.
WSTV Steubenville, O.
WRRN Warren, O.
WCED DuBois, Pa.
WDAD Indiana, Pa.
WKRZ Oil City, Pa.
WPIT Pittsburgh, Pa.
WJPA Washington, Pa.
WLAT Conway, S. C.
WDSC Dillon, S. C.
WESC Greenville, S. C.
WCRS Greenwood, S. C.
WFIG Cumter, S. C.
KRCT Baytown, Tex.
WCYB Bristol, Va.
WWNR Beckley, W. Va.
WGKV Charleston, W. Va.
WHAR Clarksburg, W. Va.
WPLH Huntington, W. Va.
WRON Ronceverte, W. Va.
KMO Tacoma, Wash.
KFIO Spokane, Wash.
WPQ Wentachee, Wash.
KIT Yakima, Wash.
WFOX Milwaukee, Wis.
WKAX Birmingham, Ala.
WAGF Dothan, Ala.
WTAN Clearwater, Fla.
WERD Atlanta.
WLAG La Grange, Ga.
KSMN Mason City, Iowa.
WNCA Asheville, N. C.
WGIU Charlotte, N. C.
WBBB Burlington, N. C.
WJJL Niagara Falls, N. Y
WALL Middletown, N. Y.
WJMJ Philadelphia.
WBPZ Lockhaven Pa.
WOAP Owosso, Mich.
WOLS Florence, S. C.
WBSC Bennettsville, S. C
WMRA Myrtle Beach, S. C

(Canadian Stations Represented)

CFCO Chatham, Ont.
CHGB St.-Anne-de-la-Pocatiere
CHLP Montreal
CKTB St. Catherines, Ont.
CJCJ Calgary, Atla.
CJCJ Sault Ste. Marie, Ont.
CKCO Ottawa, Ont.
CKCW Moncton, N. B.
CKSF Cornwall, Ont.
CHUM Toronto, Ont.

FRANK J. McHUGH, JR.

Portland 4—710 Lewis Bldg. Tel.: Broadway 3210.

(Stations represented not available)

ROBERT MEEKER ASSOC., Inc.

New York 17—521 Fifth Ave. Tel.: Murray Hill 2-2170. Gen. Mgr.: Robert D. C. Meeker Mgrs.: Louis J. F. Moore, Robert L. Dreher.
Chicago 1—333 N. Michigan Ave. Tel.: Central 1742. Mgr.: E. Eugene Eshleman, Jr.; Lois Thompson.
San Francisco—79 Post St. Tel.: Exbrook 8033. Mgr.: Frances Donahue.
Los Angeles 28—6381 Hollywood Blvd. Tel.: Hollywoord 5408. Mgr.: Tracy Moore.

Represents

WMBS Uniontown, Pa.
WMGY Montgomery, Ala.
WGAL Lancaster, Pa.
WDEL Wilmington, Del.
WKBO Harrisburg, Pa.
WDWS Champaign, Ill.
WKMO Kokomo, Ind.
WKBB Dubuque, Iowa
WARK Hagerstown, Md.
WGAT Utica, N. Y.
WRTA Altoona, Pa.
WMAM Marinette, Wis.
WORK, York, Pa.
WEST Easton, Pa.
WAZL Hazleton, Pa.
WJNO West Palm Beach, Fla.
WRAW Reading, Pa.
WBSR Pensacola, Fla.
WHBL Sheboygan, Wis.
WHOL Allentown, Pa.
WJPS Evansville, Ind.
WGFG Kalamazoo, Mich
WJIM Lansing, Mich.
WMAM Marinette, Wis.
WKBV Richmond, Ind.

TRACY-MOORE & ASSOCIATES

Los Angeles 28—6381 Hollywood Blvd. Tel.: Hollywood 5408.
San Francisco 4—79 Post St. Tel.: Exbrook 8033.

(Stations represented not available)

NATIONAL BROADCASTING CO. [NBC SPOT]

(National Spot Sales Dept.)

New York—30 Rockefeller Plaza. Tel.: Circle 7-8300. Director: J. V. McConnell, Mgr.: J. S. de Russy. Prom.-Adv. Mgr.: J. A. Evans.
Chicago—Merchandise Mart. Tel.: Superior 8300. Mgr.: O. Morton.
Cleveland—NBC Bldg. Tel.: Cherry 0942. D. G. Stratton.
Denver—1625 California St. Tel.: Main 6211. L. Berry Long.
Hollywood—Sunset & Vine. Tel.: Hollywood 6161. Mgr.: Robert Howard.
San Francisco—NBC Bldg. Tel.: Graystone 4-8700. Carl Nielsen.
Washington—Trans-Lux Bldg. Tel.: Republic 4000. Mahlon Glascock.

Represents

WNBC New York
WMAQ Chicago
WTAM Cleveland
KNBC San Francisco
KZRH Manila, P. I.
WRC Washington, D. C.
WGY Schenectady.
KOA Denver.
Television Stations:
WNBT New York
WMBQ Chicago
KNBH Hollywood
WNBK Cleveland
WNBW Washington
WBZ-TV Boston
WRGB Schenectady
WTVR Richmond

NORTHWEST RADIO ADVERTISING CO.

Seattle 4, Wash.—American Bldg. Tel.: Elliott 5488. Mgr.: Edwin A. Kraft.

(Stations represented not listed)

HARLAN G. OAKES & ASSOCIATES

Los Angeles 5—672 S. Lafayette Park. Tel.: Fairfax 3200.
San Francisco 4—Monadnock Bldg Tel.: Douglas 4475.

(Stations represented not available)

ORTDALE CO.

Pittsburgh—450 Fourth Ave.

(Stations represented not available)

PACIFIC NORTHWEST BROADCASTERS

Portland 7—Orpheum Bldg. Tel.: Broadway 6451.
New York 17—551 Fifth Ave. Tel.: Murray Hill 2-7986.
Chicago 1—360 N. Michigan Ave. Tel.: Andover 3-5771.
Kansas City—15 W. 10th St. Tel.: Victory 0021.
Hollywood 28—6381 Hollywood Blvd. Tel.: Hollywood 5408.
San Francisco 4—79 Post St. Tel.: Exbrook 8038.
Spokane 8—Symons Bldg. Tel.: Main 1218.

(Stations represented not listed)

PAN AMERICAN BROADCASTING CO.

New York—330 Madison Ave. Tel.: Murray Hill 2-0810. Mgr.: E. Bernald.
Chicago—228 N. LaSalle St. Tel.: State 5096. Mgr.: Fred R. Jones.
Hollywood—6912 Hollywood Blvd. Tel.: Hollywood 6281. Mgr.: Homer Griffith.
San Francisco—Mills Bldg. Mgr.: Duncan A. Scott.

Represents Stations in

Alaska
Belgian Congo
Bolivia
British Guiana
Chile
Colombia
Dominican Republic
Ecuador
El Salvador
Guatemala
Haiti
Nicaragua
Panama
Paraguay
Peru
Puerto Rico
Venezuela
Angola
North Africa
South Africa
China
Iceland
Fiji Islands
Dutch Guiana
France
Portugal

JOHN E. PEARSON CO.

Chicago 1—360 N. Michigan Ave. Tel.: Franklin 2359. Mgr.: John E. Pearson.
New York 17—250 Park Ave. Tel.: Plaza 8-2255. Mgr.: Hines H. Hatchett.
Kansas City—Dierks Bldg. Tel.: Grand 2144. Mgr.: Owen H. Balch.
St. Louis—915 Olive St. Tel.: Garfield 6865. Mgr.: Ralph Schulenburg.
Los Angeles—684 S. Lafayette Park Pl. Tel.: Drexel 4388. Mgr.: R. W. Walker.
San Francisco—68 Post St. Tel.: Sutter 5568. Mgr.: Roger Parratt.

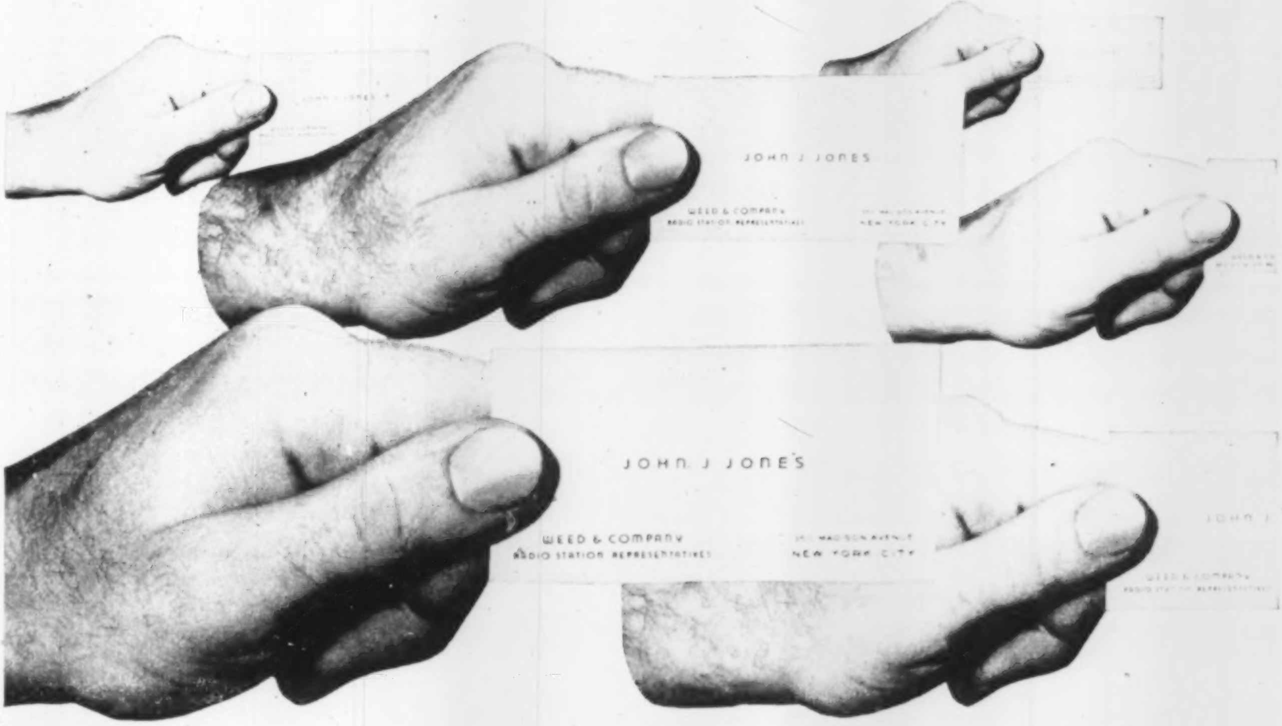
Represents

KCMO Kansas City
KOAM Pittsburg, Kan.
KELO Sioux Falls, S. D.
KVGB Great Bend, Kan.
WEW St. Louis
KRRV Sherman, Tex.
Nunn Stations
WHIZ Zanesville, O.
WAOV Vincennes, Ind.
WJPF Herrin, Ill.
WIRE Indianapolis
WMMJ Peoria
KHMO Hannibal, Mo.
Gleeson Calif. Stations
West Texas Group
KMAC San Antonio
WDUK Durham, N. C.
Southern Minnesota Group
WDIA Memphis
KGKB Tyler, Tex.
KWTO Springfield, Mo.
KLCN Blytheville, Ark.
WCAR Pontiac, Mich.
KSAL Salina, Kan.
Florida Group
KXOL Ft. Worth
Oscar Hirsch Stations
WJHL Johnson City, Tenn.
WMIX Mt. Vernon, Ill.
KWOC Poplar Bluff, Mo.
KPAB Laredo, Tex.
WLAV Grand Rapids, Mich.
WGOV Valdosta, Ga.
KCBD Lubbock, Tex.
WEAR Pensacola, Fla.
WTSP St. Petersburg, Fla.
California Central Valley Group

†JOHN H. PERRY ASSOCIATES

New York 17—310 E. 45th St. Tel.: Murray Hill 4-1647. Gen. Mgr.: William E. Dorman.
Philadelphia 7—12 S. 12th St. Tel.: Walnut 2-3555. Mgr.: Robert Hitchings.
Chicago 3—122 S. Michigan St. Tel.: Harrison 8085. Mgr.: F. W. Thurnau.
Detroit 2—855 Atkinson Ave. Tel.: Trinity 1-5793. Mgr.: John F. Cole.
Atlanta 3—Rhodes-Haverty Bldg. Tel.: Walnut 1334. Mgr.: Alice S. Grant.

(Continued on page 48)



There's a lot more to it than this...

In business there's a lot more to that calling card than formal presentation of a name. It means someone no farther away than your receptionist is *here* . . . *right now* . . . to see you personally.

And if the card carries the name of a Weed and Company representative, it means even more. It tells you:

1. that the product represented is Spot Radio — one of the most profitable and most flexible of all forms of advertising.
2. that the salesman of that product has taken the trouble to learn about *your* business before coming to talk about his own.
3. that — like all Weed and Company men — he has over 250 years of combined experience behind him . . . with all it implies in terms of practical skill in an enormously complex medium where skill is at its highest premium . . . and . . .
4. that this skill was produced by two basic factors: extensive *knowledge* and plain *hard work*. They *always* pay off . . . in *any* business. They are indispensable in Spot Radio. They are, in short, the two major reasons why Weed and Company service has proved so valuable to so many successful advertisers.

Weed
and company

radio station representatives

new york • boston • chicago • detroit
san francisco • atlanta • hollywood

Directory of
BROADCASTING STATION REPRESENTATIVES

(Continued from page 46)

JOHN H. PERRY ASSOCIATES—(Continued)

Represents

WCOA Pensacola, Fla.
WJHP Jacksonville, Fla.
WALT Tampa
WWPG Palm Beach
WINZ Miami Beach
WFRP Savannah, Ga.
WTMC Ocala, Fla.
WTAL Tallahassee, Fla.
WDLP Panama City, Fla.

EDWARD PETRY & CO., Inc.

New York 17—17 E. 42nd St. Tel.: Murray Hill 2-4400. Mgr.: Henry I. Christal.
Chicago 11—400 N. Michigan Ave. Tel.: Delaware 8600. Mgr.: Edward E. Voynow.
Detroit 2—General Motors Bldg. Tel.: Madison 1035. Mgr.: William Cartwright.
San Francisco 4—Russ Bldg. Tel.: Garfield 1-4082. Mgr.: Earle H. Smith.
Los Angeles 13—601 W. Fifth St. Tel.: Michigan 8729. Mgr.: Chester G. Matson.
St. Louis 3—Shell Bldg. Tel.: Chestnut 7191. Mgr.: George Kercher.
Atlanta 3—New Palmer Bldg. Tel.: Lamar 2080. Mgr.: Charles F. Grisham.
Boston 16—Statler Bldg. Tel.: Hubbard 6342. Mgr.: Arthur C. Smith.

Represents

Yankee Network
WSB Atlanta
WNAC Boston
WAAB Worcester
WICC Bridgeport
WBEN Buffalo
WGAR Cleveland
WFAA Dallas-Ft. Worth
WJR Detroit
KPRC Houston
WDAF Kansas City
WAGE Syracuse, N. Y.
KARM Fresno, Cal.
WMTW Portland, Me.
KFOR Lincoln, Neb.
KGA Spokane
WBAL Baltimore
KARK Little Rock, Ark.
KFI Los Angeles
WHAS Louisville
WLLH Lowell, Mass.
WTMJ Milwaukee
KSTP St. Paul
WSM Nashville
WSMB New Orleans
WTAR Norfolk
KOIL Omaha
WWVA Wheeling
KGW Portland, Ore.
WONS Hartford
Texas Quality Network
WEAN Providence
WRNL Richmond
WOAI San Antonio
KOMO Seattle
WMAS Springfield, Mass.
KVOO Tulsa, Okla.
KFH Wichita, Kan.
KQW San Francisco
KTBS Shreveport, La.
WIP Philadelphia
WSAU Wausau, Wis.

Television

WBAL-TV Baltimore
WNAC-TV Boston
WREN-TV Buffalo
KFI-TV Los Angeles
WTMJ-TV Milwaukee
KSTP-TV Minneapolis-St. Paul

RA-TEL REPRESENTATIVES, Inc.

(Subsidiary of Burke, Kuipers & Mahoney Inc.)

New York 17—420 Lexington Ave. Tel.: Murray Hill 9-1315. Mgr.: James W. LeBaron.
Chicago 1—360 N. Michigan Ave. Tel.: Franklin 2-3719. Mgr.: Martin McGeehan.
Dallas 1—Southwestern Life Bldg. Tel.: 2-2702. Mgr.: A. W. Howe.
Los Angeles 28—607 S. Hill St. Tel.: Vandyke 7386. Mgr.: J. V. Fisler.
Atlanta 3—Rhodes Haverty Bldg. Tel.: Walnut 1334. Mgr. Mrs. A. S. Grant.
Oklahoma City 1—First National Bldg. Tel.: 7-7417. Mgr.: C. M. Lintecum.
San Francisco 4—300 Montgomery St. Tel.: Douglas 4393. Mgr.: R. J. Birch.

Represents

WKYB Paducah, Ky.
WEDO McKeesport, Pa.
KLIF Dallas
WLCS Baton Rouge, La.
WGNH Gadsden, Ala.
WFOX Milwaukee
WHBU Anderson, Ind.
WHOO Orlando, Fla.
KNOE Monroe, La.
KGBS Harlingen, Tex.
KSYL Alexandria, La.
WSAP Portsmouth-Norfolk, Va.
WGIL Galesburg, Ill.
WACE Springfield, Mass.
KRES St. Joseph, Mo.
WFPG Atlantic City, N. J.
KXLR Little Rock, Ark.
KWEM Memphis, Tenn.
WNOE New Orleans, La.
KBON Omaha
KORN Fremont, Neb.
KOLN Lincoln Neb.

RADIO REPRESENTATIVES, Inc.

New York—480 Lexington Ave. Harry S. Goodman, Pres. Peggy Stone, V. P. in charge, New York.
Chicago—737 North Michigan Blvd. John North, V. P. in charge, Chicago.

(Stations represented not listed)

RADIO SALES

(Radio Stations Representatives, a division of the Columbia Broadcasting System)

New York—485 Madison Ave. Tel.: Plaza 5-2000. Carl Burkland, Gen. Sales Mgr.; H. A. Carlborg, East'n Sales Mgr.
Chicago—410 N. Michigan Ave. Tel.: Whitehall 6000. Mgr.: Gordon Hayes.
Los Angeles—Columbia Sq. Tel.: Hollywood 1212. Mgr.: Henry Flynn.
San Francisco—Palace Hotel. Tel.: Yukon 6-1700. Mgr.: J. L. Brumback.
Memphis—63 S. Main St. Tel.: 37-8612. Mgr.: H. H. Holtshouser.
Detroit—Fisher Bldg. Tel.: Trinity 2-5500. Mgr.: William B. Ogden.

Represents

KMOX St. Louis
KNX Los Angeles
KSL Salt Lake City
WAPI Birmingham
CBS Pacific Network
WBBM Chicago
WBT Charlotte
WCBS New York
WCBS-TV New York
WCAU Philadelphia
WCAU-TV Philadelphia
CBS California Network
WCCO Minneapolis
WEEI Boston
WRVA Richmond
WTOP Washington

WILLIAM G. RAMBEAU CO.

Chicago 1—360 N. Michigan Ave. Tel.: Andover 3-5566. Mgr.: William G. Rambeau.
New York 17—Chanin Bldg. Tel.: Lexington 2-1820. Mgr.: William M. Wilson.
Los Angeles 5—672 S. Lafayette Park Pl. Tel.: Exposition 8281. Mgr.: Dama W. Porter.
San Francisco 5—605 Market St. Tel.: Douglas 0668. Mgr.: Gaylord C. Harding.

Represents

WIL St. Louis
KFWB Los Angeles
WNAB Bridgeport, Conn.
KMYR Denver
WATR Waterbury, Conn.
WJTN Jamestown, N. Y.
WMEX Boston
KITE San Antonio
KOCO Salem, Ore.
WHJB Greensburg, Pa.
WAGC Chattanooga
KSWM Joplin, Mo.
WHOB Gardner, Mass.
WNHC, WNHC-TV New Haven, Conn.
WCLO Janesville, Wis.
KRUX Phoenix
WNAF Providence, R.I.
WQQW Washington, D. C.
WLOX Biloxi, Miss.
KIXL Dallas
KWBC Fort Worth
WPTR Albany, N. Y.
WJOY Burlington, Vt.
WJLB Detroit
WGEZ Beloit, Wis.
KVJS Owensboro, Ky.
WNAM Neenah-Menasha, Wis.
KAKE Wichita, Kan.
KPDQ Portland, Ore.
KSAN San Francisco
WJBW New Orleans
KLUF Galveston, Tex.
KVAK Atchison, Kan.
WNOC Norwich, Conn.
WCCC Hartford, Conn.
WLBR Lebanon, Pa.
WPEN Philadelphia, Pa.
KLUF Galveston, Tex.

PAUL H. RAYMER CO., Inc.

New York 17—366 Madison Ave. Tel.: Murray Hill 7-6540. Mgr.: Fred S. Brokaw.
Chicago 11—435 N. Michigan Ave. Tel.: Superior 7-4473. Mgr.: G. C. Packard.
Boston 16—Statler Office Bldg. Tel.: Hubbard 23225. Mgr.: Robert C. Foster.
Detroit 26—28 W. Adams Ave. Tel.: Cherry 0764. Mgr.: Robert B. Rains.
San Francisco 4—Russ Bldg. Tel.: Douglas 2-8909. Mgr.: L. Ray Rhodes.
Los Angeles 14—1680 N. Vine St. Tel.: Hudson 2-2376. Mgr.: Jack Gale.

Represents McClatchy Beeline, Arizona Broadcasting System
New England Major Market Group

WPRO Providence*
KWK St. Louis*
WLAC Nashville
WDRC Hartford*
KTAR Phoenix
KVOA Tucson
KTMS Santa Barbara, Cal.
KCOY Santa Maria, Cal.
WKBN Youngstown*
KMPC Los Angeles*
WLOF Orlando, Fla.
WDNC Durham, N. C.*
WQXR New York, N. Y.*
WAPA San Juan, P. R.
KFBK Sacramento, Cal.*
KERN Bakersfield, Cal.*
KMJ Fresno, Cal.
KWG Stockton, Cal.
WCAO Baltimore*
WBRC Birmingham*
WDOD Chattanooga
WOOD Grand Rapids, Mich.
WTAC Flint, Mich.
KLEE Houston, Tex.
WTOL Toledo
KOH Reno
KSFD San Diego
WSBT South Bend, Ind.*
WGAN Portland, Maine*
WGUY Bangor, Maine*
WHK Cleveland*
WTAG Worcester, Mass.*
KWFT Wichita Falls
KEPO El Paso
KXO El Centro, Cal.
WNDR Syracuse
WHKC Columbus, Ohio
WHKK Akron
WKJG Fort Wayne, Ind.'
WLAW Lawrence, Mass.*
KFGO Fargo, N. D.
KIHO Sioux Falls, S. D.
KIOA Des Moines

---

* FM also.

RURAL RADIO COMPANY

Fred A. Palmer, President

New York—23 W. 45th St. Tel.: Ludlow 2-0457. Mgr.: John Davis.
Chicago—Garland Bldg. Mgr.: Robert Burns.

Represents

WMAE, Warren, Pa.

SCHEERER & CO.

Chicago 1—35 E. Wacker Dr. Tel.: State 2-9742.
Detroit 2—3049 E. Grand Blvd. Tel.: Trinity 2-8000.
New York 17—441 Lexington Ave. Tel.: Murray Hill 2-2423.

(Stations represented not available)

DUNCAN A. SCOTT AND CO.

Los Angeles 5—2978 Wilshire Blvd. Tel.: Dunkirk 8-4151. Mgr.: A. O. Dillenbeck, Jr.
San Francisco 4—Mills Bldg. Tel.: Garfield 1-7950. Mgr.: Duncan A. Scott.

(See Adam J. Young Jr., Inc.)

SEARS & AYER, Inc.

Chicago—612 N. Michigan Ave. Tel.: Superior 7-8177.
New York—295 Madison Ave. Tel.: Lexington 2-0772.
Kansas City—15 W. Tenth St. Tel.: Victor 0021.
San Francisco—681 Market St. Tel.: Yukon 6-0621.
Los Angeles—5225 Wilshire Blvd. Tel.: York 8812.

Represents

WRFS Alexander City, Ala.
WHMA Anniston, Ala.
WJLD Bessemer, Ala.
WOOF Dothan, Ala.
WJOI Florence, Ala.
WJBY Gadsden, Ala.
WFUN Huntsville, Ala.
WHBB Selma, Ala.
WTBC Tuscaloosa, Ala.
KWFC Hot Springs, Ark.
WLCR Torrington, Conn.
WKEU Griffin, Ga.
WOKZ Alton, Ill.
WCNT Centralia, Ill.
WQDI Quincy, Ill.
WCVS Springfield, Ill.
WTOM Bloomington, Ind.
KSTT Davenport, Iowa
KXGI Fort Madison, Iowa
WSON Henderson, Ky.
WHOP Hopkinsville, Ky.
WCIF Madisonville, Ky.
WKTM Mayfield, Ky.
WPAD Paducah, Ky.
WROX Clarksdale, Miss.
WCBI Columbus, Miss.
WGCM Gulfport, Miss.
WMOX Meridian, Miss.
WJPR Greenville, Miss.
WELO Tupelo, Miss.
WQBC Vicksburg, Miss.
WROB West Point, Miss.
KWOS Jefferson City, Mo
WMBH Joplin, Mo.
KTTS Springfield, Mo.
KHBG Okmulgee, Okla.
KSDN Aberdeen, S. D.
WLPM Suffolk, Va.
WPUV Pulaski, Va.
KSPR Casper, Wyo.

Mid-South Network

WROX Clarksdale, Miss.
WCBI Columbus, Miss.
WMOX Meridian, Miss.
WELO Tupelo, Miss.
WROB West Point, Miss.

TAYLOR-BORROFF & COMPANY, Inc.

Chicago 1—360 N. Michigan Ave. Tel.: State 2-5260. E. R. Borroff, Pres.; O L. Ted Taylor, V. P.; Era Lewis, Secy.-Treas.
Atlanta 3—Palmer Bldg. Tel.: Cypress 1323. Mgr.: James S. Ayers.
Chicago 1—360 N. Michigan Ave. Tel.: State 2-5260. Mgr.: Tom Peterson.
Dallas 1—Construction Bldg. Tel.: Riverside 5663. Mgrs.: Alex Keese, Clyde Melville.
Los Angeles 13—2978 Wilshire Blvd. Tel.: Michigan 7571. Mgr.: Wilbur Eickelberg.
New York 18—500 Fifth Ave. Tel.: Pennsylvania 6-6857. Mgr.: John D. Allison.
Portland—4th & Oak Sts. Tel.: Broadway 3210. Mgr.: Frank J. McHugh Jr.
San Francisco—235 Montgomery St. Tel.: Douglas 2-1323. Mgr.: Hubbard Keenan.

TAYLOR-BORROFF & COMPANY, Inc.—(Continued)

Represents

KANS, Wichita, Kansas
KBUR, Burlington, Iowa
KCMC, Texarkana, Texas
KCSJ, Pueblo, Colorado
KEYS, Corpus Christi, Tex.
KFDX, Wichita Falls, Tex.
KFNF, Shenandoah, Iowa
KFSA, Fort Smith, Ark.
KGGM, Albuquerque, N.M.
KGNC, Amarillo, Texas
KLRA, Little Rock, Ark.
KMLB, Monroe, Louisiana
KOME, Tulsa, Oklahoma
KPHO, Phoenix, Arizona
KPLC, Lake Charles, La.
KRGV, Weslaco, Texas
KRMD, Shreveport, La.
KROD, El Paso, Texas
KTBC, Austin, Texas
KTBI, Tacoma, Wash.
KTOK, Oklahoma City
KTRE, Lufkin, Texas
KTRI, Sioux City, Iowa
KTSA, San Antonio Texas
KVSF, Santa Fe, New Mex.
KWKC, Abilene, Texas
WABB, Mobile, Alabama
WBML, Macon, Georgia
WCOS, Columbia So. Car.
WCOV, Montgomery, Ala.
WDUZ, Green Bay, Wisc.
WHBC, Canton, Ohio
WIKK, Erie, Pennsylvania
WINN, Louisville, Ky.
WKBH, La Crosse Wisc.
WLIZ, Bridgeport, Conn.
WLOS, Asheville, N. C.
WMAN, Mansfield, Ohio
WORD, Spartanburg, S. C.
WPAY, Portsmouth, Ohio
WTNB, Birmingham, Ala.
WTNT, Augusta, Georgia
WTOB, Winston-Salem,NC
WVLK, Versailles, Ky.
Lone Star Chain, Texas
Oklahoma Network, Okla.
Southwest Network Texas and New Mexico

WILLIAM TEMPLE

Kansas City Mo.—15 W. 10th St. Tel.: Victory 0021.

(Stations represented not available)

TRANSIT RADIO, Inc.

Cincinnati 2—Union Trust Bldg. Tel.: Dunbar 7775. Pres.: Hulbert Taft Jr. Richard C. Crisler, Exec.-V. P.
New York 17—250 Park Ave. Mgr.: William A. Ensign.
Chicago—35 E. Wacker Dr. Mgr.: Frank E. Pellegrin.
Philadelphia—Alden Park Manor. Mgr.: Arnold C. Nygren.

Represents

KPRC-FM Houston, Tex.
KXOK-FM St. Louis, Mo.
WAAB-FM Worcester, Mass.
WCTS Cincinnati
WIZZ Wilkes-Barre, Pa.
WPLH-FM Huntington, W. Va.
WWDC-FM—Washington, D. C.

THE WALKER COMPANY

New York 17—551 Fifth Ave. Tel.: Murray Hill 7-8288. Mgrs.: Wythe Walker, C Otis Rawalt, Frederic E. Lake.
Chicago 1—360 N. Michigan Ave. Tel.: Andover 5771. Mgrs.: Wythe Walker, J. R. Fishburn.
Kansas City 6—15 W. 10th St. Tel.: Victory 992. Mgr.: William Temple.
Los Angeles 5—672 S. Lafayette Park Pl. Tel.: Fairfax 3200. Mgr.: Harlan Oakes.
San Francisco 4—681 Market St. Tel.: Douglas 2-4475. Mgr.: J. Leslie Meek.
Boston—Little Bldg. Tel.: Hubbard 4419. Mgr.: Bertha Bannon.
Atlanta—333 Candler Bldg. Tel.: Lamar 7050. Mgrs.: Earl Harper, Frederic E. Lake.

Represents

WOLF Syracuse, N. Y.
WSLB Ogdensburg, N. Y.
WELM Elmira, N. Y.
WENE Binghamton-Endicott, N. Y.
WSAY Rochester, N. Y.
WDOS Oneonta, N. Y.
WBRK Pittsfield, Mass.
WHYN Holyoke, Mass.
WNBH New Bedford, Mass.
WLBC Muncie, Ind.
KABR Aberdeen, S. D.
WJAG Norfolk, Neb.
KLPM Minot, N. D.
WRJN Racine, Wis.
WATW Ashland, Wis.
WGRC Louisville, Ky.
WKLX Lexington, Ky.
WDEV Waterbury, Vt.
WSCR Scranton, Pa.
WGAY Washington, D. C.
WKXL Concord, N. H.
WHEB Portsmouth, N. H.
WOTW Nashua, N. H.
KOCY Oklahoma City
KAKC Tulsa, Okla.
KSEI Pocatello, Idaho
KFPW Ft. Smith, Ark.
WJMS Ironwood, Mich.
WIKB Iron Mountain, Mich.
WDMJ Marquette, Mich.
WDBC Escanaba, Mich.
WHDF Calumet, Mich.
WWOD Lynchburg, Va.
KENT Shreveport, La.
KLOU Lake Charles, La.
WTPS New Orleans, La.
WHBQ Memphis, Tenn.
WTRF Bellaire-Wheeling, W. Va.
WAPX Montgomery, Ala.
WJRD Tuscaloosa, Ala.
KCNC Fort Worth, Texas
KVAI Amarillo, Texas
KBWD Brownwood, Texas
KSET El Paso, Texas
KRIG Odessa, Texas
KWRN Reno, Nevada
WPJB-FM Providence, R.I.
KXLY Spokane, Wash.
KING Seattle, Wash.
KXL Portland, Ore.
KXLF Butte, Mont.

Great Northern Broadcasting System
Upper Minnesota Broadcasting System
Pacific Northwest Broadcasters
Z Network, Montana
The Tobacco Network
Georgia Economy Group
Oklahoma Group Broadcasters

J. FRANKLYN VIOLA

New York 18—152 W. 42nd St. Tel.:Chelsea 4-3254. Mgr.: J. Franklyn Viola.

(Stations represented not listed)

GEORGE W. WEBBER

Des Moines 9—407 5th Ave. Tel.: 2-0225.

Represents Iowa Stations

KCRI Cedar Rapids
KROS Clinton
KSWI Council Bluffs
KSIB Creston
KSTT Davenport
KICD Spencer
KDEC Decorah
KWIM Des Moines
KDTH Dubuque
KVFD Fort Dodge
KOKX Keokuk
KFJB Marshalltown
KWPC Muscatine
KTRI Sioux City
KAYX Waterloo

WEED & CO.

New York—350 Madison Ave. Tel.: Murray Hill 7-7772. Mgr.: Joseph J. Weed.
Chicago—203 N. Wabash Ave. Tel.: Randolph 7730. Mgr.: C. C. Weed.
Detroit—Book Bldg. Tel.: Randolph 5382. Mgr.: Bernard Pearse.
San Francisco—68 Post St. Tel.: Yukon 6-1899. Mgr.: Burton L. Beggs.
Boston—Statler Bldg. Tel.: Hubbard 5677. Mgr.: Dana Baird.
Hollywood—6253 Hollywood Blvd. Tel.: Hillside 8611. Mgr.: Lincoln P. Simonds.
Atlanta—Palmer Bldg. Tel.: Cypress 4081. Mgr.: B. W. Randa.

Represents

KCRA Sacramento, Cal.
WARD Johnstown, Pa.
KIMA Yakima, Wash.
WKNA Charleston, W. Va.
WTAD Quincy, Ill.
WKMH Dearborn, Mich.
WORZ Orlando, Fla.
WTIC Hartford
WSUN St. Petersburg
KTFI Twin Falls, Ida.
WSOY Decatur, Ill.
WTAX Springfield, Ill.
WGBF Evansville, Ind.
WBOW Terre Haute, Ind.
KGLO Mason City, Iowa
KGGF Coffeyville, Kan.
KALB Alexandria, La.
WRDO Augusta, Me.
WLBZ Bangor, Me.
WCSH Portland, Me.
WORC Worcester, Mass.
WSLI Jackson, Miss.
KFBB Great Falls, Mont.
WMUR Manchester, N. H.
WEBR Buffalo
WMSA Massena, N. Y.
WWNY Watertown, N. Y.
WRAL Raleigh
WAKR Akron
WING Dayton
WIZE Springfield, O.
WERC Erie, Pa.
WHGB Harrisburg, Pa.
KQV Pittsburgh
WJAR Providence
KNOW Austin, Tex.
WACO Waco, Tex.
WCAX Burlington, Vt.
WKWK Wheeling
WTAQ Green Bay, Wis.
New England Regional Network
Texas State Network
WKAT Miami Beach
WTMV East St. Louis, Ill.
WCBM Baltimore
WVET Rochester, N. Y.
KATL Houston
WHUM Reading, Pa.
WSLS Roanoke, Va.
KCBC Des Moines, Ia.

Canadian stations

CFAC Calgary, Alta.
CJCA Edmonton, Alta.
CFGP Grand Prairie, Alta.
CJOC Lethbridge, Alta.
CJAT Trail, B. C.
CKWX Vancouver, B. C.
CJVI Victoria, B. C.
CFBC St. John, N. B.
CFPA Port Arthur, Ont.
CHNS Halifax, N. S.
CJCB Sydney, N. S.
CKRC Winnipeg, Man.
CKSO Sudbury, Ont.
CKOC Hamilton, Ont.
CKBI Prince Albert, Sask.
CHAB Moose Jaw, Sask.
CKCK Regina, Sask.
CKNB Campbellton, N. B.
CFNB Fredericton, N. B.
CFCF Montreal, Que.
CFCY Charlottetown, P. E. I.
CHAT Medicine Hat, Alta.
CFJL London, Ont.
CFRA Ottawa, Ont.
CKCV Quebec City
CKRM Regina, Sask.

WESTERN RADIO ADVERTISING Inc.

San Francisco—68 Post St. Tel.: Yukon 6-4112. Pres.: Lincoln Dellar. Vice-Pres. & Gen. Mgr.: Jack Q. Hall.

Los Angeles—6618 Sunset Blvd. Tel.: Granite 0656. Mgr.: Benton Paschall.

Represents

KXOA Sacramento, Calif.
KXOB Stockton, Calif.
KYNO Fresno, Calif.
KSBW Salinas, Calif.
KATO Reno, Nev.
KCOK Tulare, Calif.
KAFY Bakersfield, Calif.
KSRO Santa Rosa, Calif.

HELEN WOOD & COLTON

New York 21—39 E. 63rd. Tel.: Butterfield 8-5455. Mgr.: Helen Wood.

Represents

WIBX Utica, N. Y.
Connecticut State Network
WATN Watertown, N. Y.
WHAT Philadelphia
WFKY Frankfort, Ky.
WBTA Batavia, N. Y.
WETB Johnson City, Tenn.
WSFC Somerset, Ky.

ADAM J. YOUNG JR., Inc.

New York 18—22 E. 40th St. Tel.: Longacre 3-4660. Mgr.: Adam J. Young Jr.
Chicago 2—55 E. Washington St. Tel.: Andover 35448. Mgr.: Wm. J. Reilly.
Los Angeles 5—2987 Wilshire Blvd. Tel.: Michigan 6203. Mgr.: A. O. Dillenbeck Jr.
San Francisco 4—Mills Bldg. Tel.: Garfield 1-7950. Mgr.: Duncan A. Scott.

Represents

CKLW Detroit, Mich.
KLAC Los Angeles, Cal.
KYA San Francisco, Cal.
WABI Bangor, Maine
WBNY Buffalo, N. Y.
WCRO Johnstown, Pa.
WENT Gloversville, N. Y.
WHIM Providence, R. I.
WIBG Philadelphia, Pa.
WILK Wilkes-Barre, Pa.
WILM Wilmington, Del.
WJMO Cleveland, Ohio
WKNB New Britain, Conn.
WKNE Keene, N. H.
WKRG Mobile, Ala.
WLAM Lewiston, Maine
WLIB New York, N. Y.
WNEB Worcester, N. Y.
WPGH Pittsburgh, Pa.
WPIC Sharon, Pa.
WRNY Rochester, N. Y.
KRSC Seattle, Wash.
WCUM Cumberland, Md.
WFEA Manchester, N. H.
WNOW York, Pa.
WPOR Portland, Me.
WTOD Toledo

Canadian Stations

CFAB Windsor, N. S.
CFAR Flin Flon, Man.
CFCN Calgary, Alta.
CFJM Brockville, Ont.
CFOR Orillia, Ont.
CFOS Owen Sound, Ont.
CFQC Saskatoon, Sask.
CFRB Toronto, Ont.
CFRN Edmonton, Alta
CHLN Three Rivers, Que.
CHML Hamilton, Ont.
CHNC New Carlisle, Que.
CHOV Pembroke, Ont.
CHRC Quebec, P. Q.
CHSJ Saint John, N. B.
CJAD Montreal, Que.
CJBQ. Belleville, Ont.
CJBR Rimouski, Que.
CJEM Edmundston, N. B.
CJFP Riviere de Loup, Que.
CJFX Antigonish, N. S.
CJGX Yorkton, Sask.
CJIB Vernon, B. C.
CJOR Vancouver, B. C.
CKAC Montreal, Que.
CKCH Hull, Que.
CKLN Nelson, B. C.
CKLW Windsor, Ont.
CKPR Fort William, Ont.
CKRS Jonquiere, Que.

WCAU Philadelphia

New York—485 Madison Ave. Tel.: Plaza 5-2000. Reps.: Harold Davis and Anne Lawton.
(WCAU is represented in all other markets by CBS Radio Sales)

WGN Chicago

New York—220 E. 42nd St. Tel.: Murray Hill 2-3033. Mgr.: Ben H. Berentson.

WKAQ San Juan, P. R.

New York—Clark-Wandless Co., 205 E. 42nd St. Tel.: Murray Hill 7-6958.

WLW Cincinnati

Chicago—360 N. Michigan Ave. Tel.: State 2-0366. Mgr.: Harry F. Albrecht.

New York—630 Fifth Ave. Tel.: Circle 6-1750. Mgr.: Warren Jennings.

Directory of
CANADIAN BROADCASTING STATION REPRESENTATIVES

JAMES L. ALEXANDER

Toronto, Ont.—100 Adelaide St., W. Tel.: Adelaide 9594. Mgr.: J. L. Alexander.
Montreal, Que.—Drummond Bldg. Tel.: Harbour 6448 Mgr.: Frank Edwards.

Represents

CFAB Windsor, N. S.
CKFI Fort Frances, Ont.
CKPC Brantford, Ont.
CJIC Sault Ste. Marie, Ont.
CKNX Wingham, Ont.
CHLP Montreal
CKDO Oshawa, Ont.
CHUM Toronto
CHVC Niagara Falls, Ont.
CJCJ Calgary, Alta.

ALL-CANADIA RADIO FACILITIES Ltd.

Toronto—Victory Bldg. Tel.: Elgin 2464. Mgr.: G. F. Herbert.
Montreal—Dominion Square Bldg. Tel.: Lancaster 6400. Mgr.: Burt Hall.
Winnipeg—Childs Bldg. Tel.: 926-861. Mgr.: P. H. Gayner.
Calgary, Alta.—Taylor, Pearson & Carson Bldg. Tel. M-7691. Mgr.: H. R. Carson.
Vancouver, B.C.—198 W. Hastings St. Tel.: Marine 9542. Mgr.: J. E. Baldwin.

Represents

CJVI Victoria, B. C.
CKWX Vancouver, B. C.
CHWK Chilliwack, B. C.
CKPG Prince George, B. C.
CFJC Kamloops, B. C.
CKOV Kelowna, B. C.
CJAT Trail, B. C.
CFGP Grande Prairie, Alta.
CJCA Edmonton, Alta.
CFAC Calgary, Alta.
CJOC Lethbridge, Alta.
CHAT Medicine Hat, Alta.
CKBI Prince Albert, Sask.
CKCK Regina, Sask.
CKRM Regina, Sask.
CKRC Winnipeg, Man.
CFPL London, Ont.
CKSO Sudbury, Ont.
CKOC Hamilton, Ont.
CFRB Toronto
CJCS Stratford, Ont.
CFRA Ottawa
CFCF Montreal
CKNB Campbellton, N. B.
CFNB Fredericton, N. B.
CFBC St. John, N. B.
CFCY Charlottetown, P. E. I.
CJLS Yarmouth, N. S.
CHNS Halifax, N. S.
CJCB Sydney, N. S.
VONF St. Johns, Nfld.
VOWN Corner Brook, Nfld.

ASSOCIATED BROADCASTING CO., Ltd.

Montreal, Que.—1010 St. Catherine St., W. Tel.: Belair 3325. Mgr.: A. Burns.
Toronto, Ont.—1139 Bay St. Tel.: Midway 9825. Mgr.: M. Raymond.

(General Canadian station representation non-exclusive)

CANADIAN BROADCASTING CORPORATION

Toronto—354 Jarvis St. Tel.: Midway 5481. Commercial Mgr.: E. A. Weir.
Montreal—1231 St. Catherine St., W. Tel.: Plateau 7161. Commercial Mgrs.: M. Valiquette, Omer Renaud.

Represents CBC-owned stations

CBH Halifax, N. S.
CBA Sackville, N. B.
CBJ Chicoutimi, Que.
CBV Quebec, Que.
CBM Montreal, Que.
CBO Ottawa, Ont.
CBL Toronto, Ont.
CJBC Toronto, Ont.
CBF Montreal, Que.
CBW Manitoba
CBK Watrous, Sask.
CBX Alberta
CBR Vancouver, B. C.
CFPR (leased), Prince Rupert, B. C.

A. L. GARSIDE & ASSOC.

Winnipeg—Childs Bldg. Tel. 99-498.

JOS A. HARDY & CO., Ltd.

Quebec—39 St. John St. Tel.: 3-6693.
Montreal—1405 Peel St. Tel.: Harbour 2515.
Toronto—80 Richmond St., W. Tel.: Adelaide 8482.

Represents

CHRC Quebec
CHNC New Carlisle, Que.
CHLT Sherbrooke, Que.
CHLN Trois-Rivieres, Que
CKRS Jonquiere, Que.

JOHN N. HUNT & ASSOCIATES

Vancouver, B. C.—505 Dunsmuir St. Tel.: Pacific 2888. Mgr.: John Hunt.

Represents in Vancouver

CKFI Fort Frances, Ont.
CFPA Port Arthur, Ont.
CKEY Toronto, Ont.
CKWS Kingston, Ont.
CJKL Kirkland Lake, Ont.
CFCH North Bay, Ont.
CHEX Peterborough, Ont.
CHOK Sarnia, Ont.
CKTB St. Catherines, Ont.
CKGB Timmins, Ont.
CJAD Montreal, Que.
CHAD Amos, Que.
CKRN Rouyn, Que.
CKVD Val D'or, Que.
CHGB Ste Anne de la Pocatiere
CFAB Windsor, N.S.
CHML Hamilton, Ont.
CJCH Halifax, N. S.
CKOK Penticon, B. C.
CHVC Niagara Falls, Ont.
CKSB St. Boniface, Man.
CKNX Wingham, Ont.

NATIONAL BROADCAST SALES

Toronto—Canadian Bank of Commerce Bldg. Tel.: Adelaide 8895. Mgr.: Jack M. Davidson.
Montreal—Medical Arts Bldg. Tel.: Fitzroy 2439. Mgr.: R. A. Leslie.

Represents

CFCH North Bay, Ont.
CKGB Timmins, Ont.
CKVD Val d'Or, Que.
CJKL Kirkland Lake, Ont.
CKWS Kingston, Ont.
CKRN Rouyn, Que.
CHEX Peterborough, Ont.
CHAD Amos, Que.
CKEY Toronto (Montreal only)
CFPA Port Arthur, Ont.
CJAD Montreal
CKTB St. Catharines, Ont.
CHOK Sarnia, Ont.
CKMO Vancouver, B. C.
CJCH Halifax
CJFX Antigonish
CHML Hamilton (Montreal only)
ZFY Georgetown, Br. Guiana

RADIO REPRESENTATIVES, Ltd.

Toronto—4 Albert St. Tel.: Waverly 6151. Mgr.: J. Slatter.
Montreal—Dominion Sq. Bldg. Tel.: Harbour 7811. Mgr.: W. Dippie.
Vancouver—505 Dunsmuir St. Tel.: Pacific 2888. Mgr.: John Hunt.
Winnipeg—Lindsay Bldg. Tel.: 9-6374. Mgr. A. J. Messner.

Toronto, Montreal and Winnipeg Representation

CFCN Calgary, Alta.
CFRN Edmonton, Alta.
CKNW New Westminster, B. C.
CFQC Saskatoon, Sask.
CHGS Summerside, P. E. I.
CKTS Sherbrooke, Que.
CJAV Port Alberti, B. C.
CJOB Winnipeg, Man.
CJDC Dawson Creek, B. C.
CHEF Granby, Que.
CKCH Hull, Que.
CKCV Quebec City, Que.
CJSO Sorel, Que.
CJIB Vernon, B. C.
CKX Brandon, Man.
CHLD St. Thomas, Ont.
CJOY Guelph, Ont.
CKBW Bridgewater, N. S.

OMER RENAUD & CO. LTD.

Montreal—1141 Stanley St. Tel.: Marquette 0996. Mgr.: Omer Renaud.
Toronto—53 Yonge St. Tel.: Plaza 2681. Mgr.: John R. Fox.

Represents

CKCH Hull, Que.
CJSO Sorel, Que.
CHGB Ste. Anne de la Pocatiere, Que.
CJFP Riveire du Loup, Que.
CKCV Quebec
CHEF Granby, Que.
CKBL Matane, Que.

HORACE N. STOVIN & CO.

Toronto—Victory Bldg. Tel.: Adelaide 9184. Mgr.: H. N. Stovin.
Montreal—Keefer Bldg. Tel.: Plateau 8749. Mgr.: R. J. Judge.
Winnipeg—Telephone Bldg. Tel.: 92-191. Mgr.: F. Ward.
Vancouver—846 Howe St. Tel.: Marine 6464. Mgr.: J. W. Stovin.

Represents

CBW Winnipeg, Man.
CFAR Flin Flon, Man.
CHSJ St. John, N. B.
CKCW Moncton, N. B.
CFOS Owen Sound, Ont.
CFPR Prince Rupert, B. C.
CJGX Yorkton, Sask. (Toronto and Montreal only)
CJBQ Belleville, Ont.
CKVL Verdun, Que.
CKSF Cornwall, Ont.
CJBR Rimouski, Que.
CFOR Orillia, Ont.
CJEM Edmundston, N. B.
CJOR Vancouver, B. C.
CKLW Windsor, Ont. (Montreal and Winnipeg only)
CJRL Kenora, Ont.
(Toronto and Montreal only)
CKLN Nelson, B. C.
CHOV Pembroke, Ont.
CFJM Brockville, Ont.
CJBC Toronto
CJNB North Battleford, Sask.
CHAB Moose Jaw, Sask.
CKPR Fort Williams (Winnipeg only)

WILLIAM WRIGHT

Toronto—Victory Bldg. Tel.: Adelaide 8481. Mgr.: William Wright.
Montreal—Empire Life Bldg. Tel.: Harbour 7240. Walter Dales.

Represents

CKSB St. Boniface, Man.
CKCL Truro. N. S.
CKCO Ottawa
CKCR Kitchener. Ont.
CKAC Montreal (In Toronto only)
CKOX Woodstock, Ont. (For Toronto & Montreal)
CHNO Sudbury, Ont. (For Toronto & Montreal)
CKOK Penticon, B. C. (For Toronto & Montreal)

RADIO ADVERTISERS

We represent 22 important markets, covered by 23 live Independent Radio Stations. Their keynote—and ours—is Service to their advertisers. May we discuss your radio plans with you?

HORACE N. STOVIN
AND COMPANY
Radio Station Representatives
Montreal • Toronto • Winnipeg

TELECASTING IN 1948 — TV Highlights of the Year Gathered from the Weekly Issues of *BROADCASTING-TELECASTING*

Jan. 5—Year opens with 17 TV stations on air, 55 construction permits and 66 applications pending.

Jan. 5—FCC approves A.T. & T. $76,000,000 expansion program to extend coaxial cable circuits south to Charlotte and as far west as Chicago and St. Louis.

Jan. 5—NBC yearend report predicts cross-country TV Network by 1950.

Jan. 12—NBC announces plans to install micro-wave radio relay between Philadelphia and Baltimore as alternate to A.T. & T. New York to Washington coaxial cable.

Jan. 12—WNBW Washington, NBC outlet, becomes first postwar TV station licensed by FCC bringing number of licensed commercial video stations to seven.

Jan. 19—Plans for first TV coverage of political conventions announced.

Jan. 19—NBC signs five-year agreement with Jerry Fairbanks Productions to produce films for TV use.

Jan. 26—Don Lee asks FCC authorization for commercial operation of W6XAO Los Angeles.

Jan. 26—Noran Kersta, NBC Director of Television Operations, predicts half U. S. population will be encompassed in TV coverage areas by end of year.

Jan. 26—Hooper announces plans for TV audience surveys in New York.

Jan. 26—$50,000,000 Television City proposed for Chicago.

Feb. 2—RCA announces 16-inch metal TV picture tube providing a picture area of 125 square inches.

Feb. 2—R. J. Reynolds Co. (Camel cigarettes) announces sponsorship of daily TV network newsreel on NBC, produced by 20th Century Fox.

Feb. 2—Bill Eddy reveals plan for network of newspaper owned TV network.

Feb. 2—ABC President Mark Woods announces TV network plans.

Feb. 9—A.T. & T. announces Chicago St. Louis TV link by coaxial cable.

Feb. 9—Carlton D. Smith appointed General Manager of NBC Television Dept.

Feb. 9—Frederic W. Ziv Co., Cincinnati, forms Ziv Television Programs Inc., wholly owned subsidiary.

Feb. 9—Hotel New Yorker, New York, installs 100 TV sets for guests.

Feb. 9—Western Union plans TV network facilities via radio relay.

Feb. 9—NYU reports store traffic and sales boosted by intra-store television.

Feb. 16—Rush for TV facilities on, applications totalling 116. 81 stations have FCC authorization, 19 are on the air.

Feb. 16—NBC threatens legal action against RKO "Giant Screen Television" plans for New York theatres.

Feb. 16—Fred Ziv Co., Cincinnati, sends Arch Oboler, playwright, to Africa for TV film series.

Feb. 16—Paramount offers off-the-tube TV film service to stations, sponsors.

Feb. 23—FCC provides for intercity TV relay specifying use of three bands.

Feb. 23—CBS begins construction of 700,000 cubic foot TV studio.

Feb. 23—Dr. Allen B. DuMont tells American Television Society, TV will be among top 10 American industries within five years.

March 1—Mullen warns film moguls to "take a good look" at TV.

March 1—A.T. & T. announces Atlantic-to-Mississippi TV service by Yearend.

March 8—Storevision, system of intra-store television broadcasting, being tested in Richmond department store.

March 8—Cost of pooled TV coverage of Republican and Democratic Conventions estimated at $27,250.

March 8—WMAR Baltimore, pioneers in TV documentaries with presentation of *Three Men From Suribachi* series.

March 8—McDonald optimistic over Phone Vision (pay-as-you-see system).

March 8—TV operating costs analyzed by Harry Bannister of WWJ-TV Detroit.

March 8—Kaiser-Frazer *Amateur Hour* rates 46.8 in first Hooper Telerating survey.

March 15—American Tobacco Co. (Lucky Strike cigarettes) to sponsor CBS TV show *Tonight on Broadway*, weekly half-hour program showing scenes from Broadway plays. (Agency:) Foote, Cone & Belding, N. Y.

March 22—First Station affiliation contract for television signed by KSTP-TV with NBC effective March 17.

March 29—A. T. & T. announces new TV network link rates.

March 29—WFIL-TV Philadelphia becomes first ABC TV affiliate.

April 5—Pulse Inc. reports New York Metropolitan area TV set ownership up 100% since January.

April 5—A. T. & T. Intercity TV rates announced in first of weekly Telestatus Reports, new BROADCASTING service.

April 12—CBS reports signing of nine TV affiliates to bring its total affiliated stations to 12.

April 12—Agencies acclaim TV at 4-A meeting.

April 19—First large screen video projection in movie theatre by Paramount Pictures in Paramount Theatre, New York. Feature was a 20-minute boxing exhibition from Navy YMCA, Brooklyn.

April 19—First ABC TV network program *On the Corner* with Henry Morgan, inaugurated; Admiral Radio Corp., sponsor.

April 19—Forty national, 200 local advertisers sponsored 759 hours of video time in February, Telestatus survey reveals.

April 26—FCC reports 212 TV applications pending, 86 authorized for construction, seven licensed and 21 stations on air.

May 3—Six-month agreement establishing wage scales for musicians in TV performances reached by AFM and major TV networks.

May 3—First commercial use of network television relay facilities.

May 10—FCC announces new TV channel allocations plan, assigning channel 1 for sole use of non-Government fixed and mobile services; and proposes new rule for operating hours by TV stations, graduating minimum hours from 12 per week for first 18 months to 28 hours after 36 months. Proposed Hearings on use of bands above 475 mc to begin September 20.

May 10—WPIX (TV) New York *Daily News Station*, plans national syndication of daily TV film newsreel.

May 10—CBS promotes four executives in TV expansion plan.

May 17—113,000 TV sets produced in first quarter of 1948.

May 17—Sidney N. Strotz, West Coast NBC Vice President, becomes NBC V.P. in charge of television.

May 24—DuMont announces nucleus of its television network—WABD New York, WTTG Washington and WDTV Pittsburgh. Program services to be provided for WMAR-TV Baltimore, WFIL-TV Philadelphia and WNHC-TV New Haven, Conn.

May 24—William W. Watts, RCA Vice President, says TV film needs will triple and possibly quadruple present production capacity of motion picture industry by 1953.

June 7—Westinghouse Electric Corp. reports successful transmission of TV images via stratovision using a B-29 flying at 20,000 feet.

June 7—RCA announces manufacture of new 500-watt television transmitter for small station use.

June 7—ABC issues first TV network rate card covering 10 affiliated stations.

June 7—First simultaneous AM-TV broadcast of *We the People*, announced by Gulf Oil Corp., sponsor, and CBS.

June 7—NBC sees nationwide network TV by 1953.

June 14—Westinghouse Electric Corp. reports that its Stratovision experiment proved more successful than they dared hope. Signals from a B-29 cruising over Pittsburgh at 25,000 were picked up from Port Huron, Mich., Southern Virginia, New England, mid-Manhattan, Cleveland, Toledo, Newark and Findlay, Ohio.

June 14—DuMont TV Network creates new department to handle promotion and sale of Tele-Transcriptions of DuMont live programs to other stations.

June 14—Ronald Colman is first major movie star to be signed for TV film pool. Contract for 26 open-end half-hour programs.

June 14—Texas Co. starts full hour television variety series, Texaco Star Theatre, over NBC with Milton Berle as m. c. (Agency); Kudner Inc., New York.

June 14—British firms out to capture world TV export market, claiming superiority of their 405-line system over American 525-line screen, U.S. embassy in London reports.

June 14—Foote, Cone & Belding survey shows TV families spend more time at home, less at movies.

June 15—Wayne Coy, FCC chairman, speaks at four-hour opening ceremonies of WPIX, New York *Daily News* station.

June 21—Telefilm Inc. buys Sunset Radio Center properties for $340,000 in stock and $100,000 cash. Facilities to be used for video film productions.

June 21—Television audience sees 19 possible presidential candidates in one-hour exclusive telecast originating at WCAU-TV Philadelphia.

June 21—Time Inc. to sponsor telecast of films covering Republican and Democratic conventions for Life magazine, stations outside East Coast video network zone, in addition to sponsorship of MBC's off-the-floor coverage.

June 21—Storer refutes story charging TV injures sports gate.

June 28—GOP Convention in Philadelphia reaches estimated 10 million person video audience. Total costs approximately $200,000 for coverage by 18 TV stations reaching nine major markets.

June 28—Stratovision makes formal debut in re-broadcasting with suitable fidelity, a visual and sound program over an area more than 300 miles in diameter.

June 28—Before an FCC hearing in Washington, Paul Raibourn vice president, Paramount Pictures Corp. envisioned video as a great new medium which would help rather than hinder the motion picture industry.

June 28—FCC opens hearings on its nationwide video channel allocations plan. Witnesses include 124 representatives of the industry.

July 12—Million dollar TV film production center to be built by Ralle United Motion Picture Co. in San Antonio, Texas.

July 12—DuMont recommends increase in maximum TV power for metropolitan class stations from 50,000 watts at 500 ft. antenna height to power corresponding to 500,000 watts.

July 12—236 TV advertisers reported using 20 stations in 11 markets in June.

July 19—Extensive Coverage of Democratic National Convention by TV networks and stations reached an estimated audience of 10,000,000.

July 19—RMA announces TV tube output tripled in 1948 over preceding year.

July 19—FCC holds up application for consent to sale of KSO Des Moines in which Paramount Pictures would acquire 25%, in light of Supreme Court decision finding Paramount and other major producers guilty of anti-trust law violations.

July 26—Proof that color film can be used on TV screen was demonstrated by WGN-TV Chicago in special test.

July 26—Introduction of Phonevision expected in Fall by Zenith Radio Corp. & Illinois Bell Telephone Co.

Aug. 2—Rorabaugh Co. reports 198 hours and 53 minutes of sponsored TV programs on 20 stations week of June 6-12.

Aug. 2—TV set output reaches 64,000 mark in June.

Aug. 16—P. Lorillard Co. (Old Gold Cigarettes) signs for sponsorship of the *Original Amateur Hour* on ABC AM network and DuMont Television network. Combined cost estimated at $1,500,000 annually. Agency: Lennen & Mitchell Inc., New York.

Aug. 16—A. T. & T. tells Zenith Radio Corp. they do not consider it appropriate for them to sponsor or undertake Phonevision.

Aug. 16—Total TV advertisers in July was 282 on 26 stations in 16 markets.

Aug. 16—Westinghouse Electric Corp. files petition with FCC purporting to show how high TV band can be used for Stratovision.

Aug. 23—Video effect on living habits measured by Hofstra College.

Aug. 30—FCC calls conference on September 13 for revision of TV allocation standards.

Sept. 6—337 TV advertisers, according to Rorabaugh report for week of August 1-7, on 30 stations in 19 markets.

Sept. 20—FCC Chairman Wayne Coy outlines 20-year background of TV development from Governmental regulation standpoint at opening of Industry Television Conference in Washington.

Sept. 20—NBC Mid-West TV network opens with WBEN-TV Buffalo, WSPD-TV Toledo, WWJ-TV Detroit, WTMJ-TV Milwaukee and KSD-TV St. Louis participating in three-hour inaugural program. Simultaneously, ABC inaugurates its four-station Mid-West TV network with WEWS Cleveland, WBEN-TV Buffalo, WTMJ-TV Milwaukee, WENR-TV Chicago.

Sept. 20—CBS adds five new TV affiliates WJBK-TV Detroit, WAGA-TV Atlanta, WSPD-TV Toledo, WTMJ-TV Milwaukee and WEWS Cleveland. CBS affiliates now total 12 stations.

Sept. 20—Procter & Gamble Co., Cincinnati & Colgate-Palmolive-Peet Co., Jersey City, sign for half-hour shows on NBC TV network.

Sept. 27—WABD, DuMont TV key station in New York announces it will begin full scale daytime programming Monday through Friday with a 15-hour daily service schedule.

Sept. 27—TV set ownership reaches half-million mark.

Oct. 4—FCC investigates Philco & Du Mont complaints against A. T. & T. policy of refusing to interconnect its TV lines with those of other companies.

Oct. 4—FCC imposes freeze on TV licensing and hearing functions pending decision on possible changes in existing video standings, effective September 30.

Oct. 11—United Artists Corp., New York announces entry into television field as nation-wide TV film distributor.

Oct. 11—Ranks of video advertisers swelled to 362 on 32 stations in 19 markets, including 21 network, 120 spot and 221 local advertisers. Total sponsored time in all markets during the week of September 5-11 was 278 hours and one minute.

Oct. 11—American Tobacco Co. contracts for film drama TV series for 1949.

Oct. 18—"How Will Television Affect the Motion Pictures" is subject of *Town Meeting of the Air* carried by ABC network Oct. 12 and simultaneously telecast by ABC's TV network.

Oct. 18—*Toast of the Town*, variety show emceed by Ed Sullivan on CBS TV network hour-long Sunday night program, tops TV shows in joint New York, Philadelphia rating by Pulse Inc.

Oct. 18—Train video a success in B & O and Bendix Aviation Corp., Radio Div., tests, Washington to New York train Oct. 7. World Series ball game was telecast.

Oct. 18—ASCAP asks its members for TV rights assignments for 1949-1950.

Nov. 1—Texaco Star Theatre, NBC-TV variety show, breaks all Hooper records in New York with 63.2 telerating.

Nov. 1—TV praised as offering advertisers "unique opportunity . . . for best selling" at ANA Meeting.

Nov. 8—Television Broadcasters Assn. issues statement of principles and policy for members.

Nov. 8—Plans for nine new intercity TV links by the end of 1950 disclosed by A. T. & T.

Nov. 8—TV's big story was its coverage of the Presidential elections Nov. 2. Life Magazine sponsored NBC's video presentation while ABC's coverage was sponsored by Kaiser-Frazer, and Nash Motors sponsored CBS's election returns. Du Mont set a new record of continuous TV operation with a 21 hour 34 minute stretch of election coverage in cooperation with Newsweek Magazine.

Nov. 8—TV advertisers in October totalled 494 on 38 stations in 21 markets.

Nov. 8—East and Midwest TV networks to be interconnected January 12, A. T. & T. announces.

Nov. 15—WGN-TV becomes key outlet for CBS video in Mid-West.

Nov. 15—WABD(TV) New York starts daytime programming with advertising revenue offsetting out-of-pocket costs.

Nov. 15—Metal TV tubes being made in small quantity.

Nov. 22—TV Networks scramble for A. T. & T. networking facilities.

Nov. 22—Shouse predicts TV will eclipse AM.

Nov. 29—FCC Comr. Robert F. Jones sees early Color TV.

Dec. 6—TV history made Nov. 29 with telecast of Metropolitan Opera presentation of *Otello* by ABC-TV and The Texas Co.

(Other TV Data see pages 55-67)

NBC
Television

A Service of Radio Corporation of America

Yes sir, by the end of 1948, NBC Television had almost tripled its weight in advertisers—a bulging increase of more than 200% in signed network sponsors.

ITEM: many of the largest and most experienced advertisers in the nation—like Procter & Gamble, Philco and Colgate-Palmolive-Peet. They're spending more and more money (new money in addition to radio funds) on NBC Network Television shows.

ITEM: television sponsors new to the medium—recruits from printed media like Bates Fabrics, Bigelow Sanford Carpets and Disney Hats. Disney, confident of blanketing 80% of its market with television, now allocates the major part of its advertising money there.

ITEM: television film recordings to carry the message beyond the limits of the present NBC Eastern Television Network—until the day when sight-and-sound will be linked directly from coast to coast.

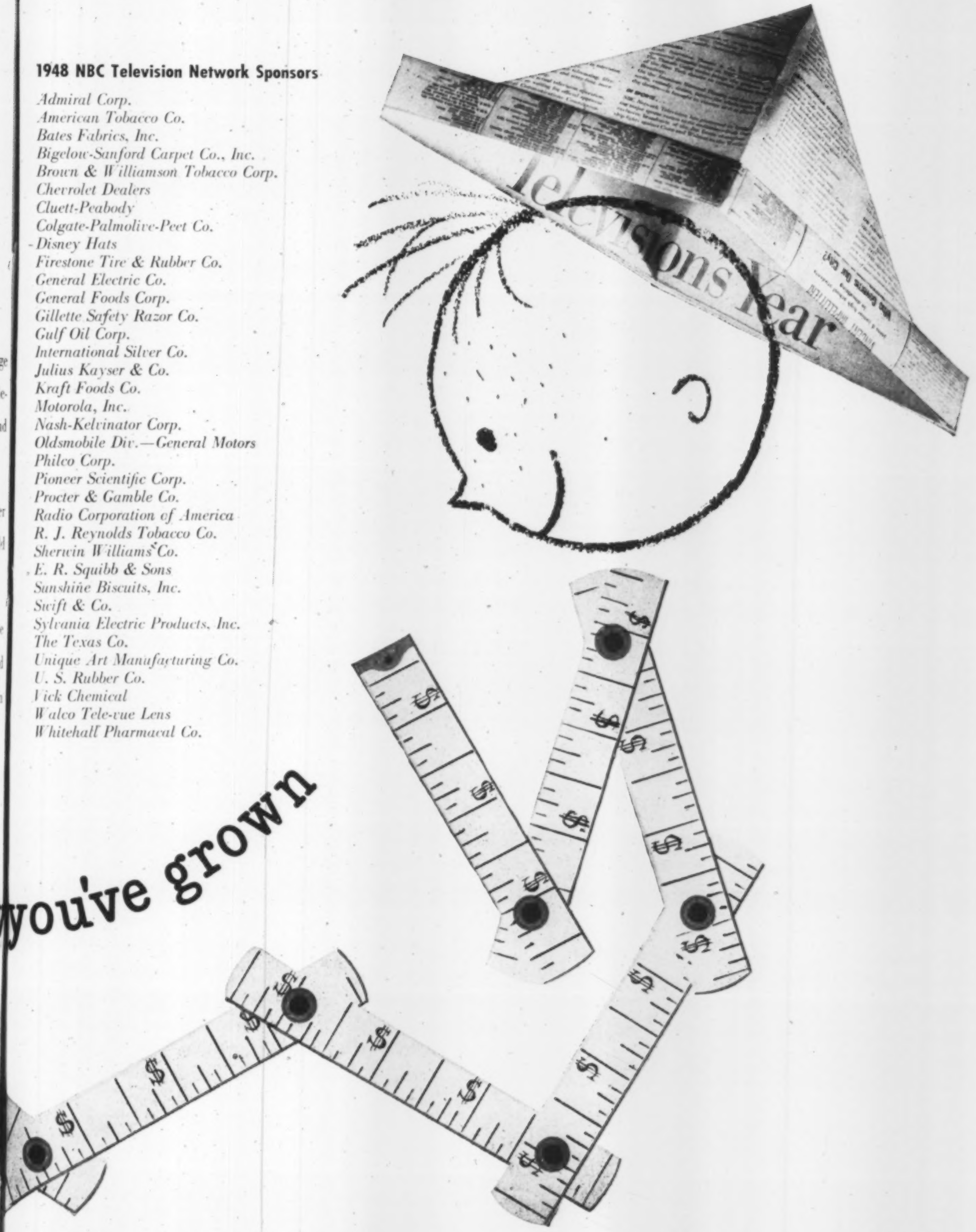
ITEM: today, more network sponsors than all other televison networks combined—and NBC all but sold out in the evening hours.

Yes sir, we sure have grown. And NBC's outlook for the New Year—more advertisers, new programs, increased sales effectiveness—indicates even greater growth in 1949 for America's No. 1 Television Network.

Why, little man—how

1948 NBC Television Network Sponsors

Admiral Corp.
American Tobacco Co.
Bates Fabrics, Inc.
Bigelow-Sanford Carpet Co., Inc.
Brown & Williamson Tobacco Corp.
Chevrolet Dealers
Cluett-Peabody
Colgate-Palmolive-Peet Co.
Disney Hats
Firestone Tire & Rubber Co.
General Electric Co.
General Foods Corp.
Gillette Safety Razor Co.
Gulf Oil Corp.
International Silver Co.
Julius Kayser & Co.
Kraft Foods Co.
Motorola, Inc.
Nash-Kelvinator Corp.
Oldsmobile Div.—General Motors
Philco Corp.
Pioneer Scientific Corp.
Procter & Gamble Co.
Radio Corporation of America
R. J. Reynolds Tobacco Co.
Sherwin Williams Co.
E. R. Squibb & Sons
Sunshine Biscuits, Inc.
Swift & Co.
Sylvania Electric Products, Inc.
The Texas Co.
Unique Art Manufacturing Co.
U. S. Rubber Co.
Vick Chemical
Walco Tele-vue Lens
Whitehall Pharmacal Co.



ONLY ONE EAR COUNTS IN THE FIELD*

KOWB KMYR
KVNU
KWGB
WGAY
KOVO
KPHO
WEAW WMPS
WLOA KFGO WKTM

* In the field of promotion only one ear counts

We Cordially Invite . . .
YOUR INQUIRY

about a proven and effective plan, specifically created to enhance your station promotion, under a guaranteed exclusive service for your listening area.

We ask the privilege of a personal interview at your convenience, or if you prefer, wire or phone us collect for more details.

Many Stations Attest to the Effectiveness of our Plan

RADIO TELEVISION PUBLICITY CORPORATION

EXECUTIVE OFFICES: 159 EAST CHICAGO AVENUE • CHICAGO 11, ILLINOIS

Member National Association of Broadcasters

TELEVISION NETWORKS, EXECUTIVE PERSONNEL, STATION AFFILIATES AND ADVERTISERS

AMERICAN BROADCASTING CO.

RCA Bldg. 30 Rockefeller Plaza
New York 20, N.Y.
Charles C. Barry, V.P. in charge of Television
Burke Crotty, Director of Television Special Features
Richard Rawls, Mgr. of TV operation
James Maughton, TV Art Director
Nat Fowler, Film Director (TV)
David Miller, TV Operations Supervisor
Jean Russell, Promotion Mgr. for TV
Sally O'Neil, TV Program Co-ordinator
Ernest L. Jahncke, V.P. in charge of TV Station Relations

Station Affiliates:

WJZ-TV; WFIL-TV; WMAL-TV; WXYZ-TV; WENR-TV; WTCN-TV; WDSU-TV; KECA-TV; KFMB-TV; KGO-TV.

COLUMBIA BROADCASTING SYSTEM

485 Madison Ave.
New York 22, N.Y.
J. L. Van Volkenburg, V.P. and Director of TV Operations
Charles M. Underhill, Director of TV Programs
Worthington C. Miner, Director of TV Program Development
David Sutton, TV Sales Mgr.
George L. Moscovics, Manager of TV Sales Development

Station Affiliates:

WAGA-TV; WMAR-TV; WGN-TV; WKRC-TV; WEWS; WJBK-TV; KLEE-TV; KTTV; WCBS-TV; WCAU-TV; KRSC-TV; WOIC.

DUMONT TELEVISION NETWORK

515 Madison Ave.
New York, N.Y.
Lawrence Phillips, Director of Network
James Caddigan, Director of Programming
Rodney D. Chipp, Director of Engineering
Edward Carroll, Manager Transcription Department

Station Affiliates:

WABD; WTTG; WDTV; WNHC-TV; WNAC-TV; WFIL-TV; WAAM-TV; WGN-TV; KTSL; WEWS; WJBK; WSPD; WDSU; KRSC; KOB.

MUTUAL BROADCASTING SYSTEM

1440 Broadway
New York 18, N.Y.

Network service not yet inaugurated.

NATIONAL BROADCASTING CO.

30 Rockefeller Plaza
New York 20, N.Y.
Sidney Strotz, Administrative V.P. in Charge of Television
Carleton D. Smith, Director of TV Operations
George W. Wallace, Television & Network Sales Promotion Mgr.
Chester A. Racker, Mgr., Audio and Video Engineering
Adolph J. Schnieder, Director of TV News and Special Events
Norman Blackburn, National Director of TV Programming
Russ Johnston, Director of NBC TV Features Service
R. E. Shelby, Director of Television Engineering Operations.

Station Affiliates:

KOB-TV; WSB-TV; WBAL-TV; WBZ-TV; WBEN-TV; WNBQ; WLW-TV; WNBK; WWJ-TV; WBAP-TV; KNBH; WAVE-TV; WMCT; WTMJ-TV; KSTP-TV; WNBT; WPTZ; WJAR-TV; KSD-TV; KDYL-TV; WRGB; KRSC-TV; WSPD-TV; WNBW.

TV NETWORK ADVERTISERS IN 1948

AMERICAN BROADCASTING CO.

Advertiser & Product	Agency
Admiral Corp. (Radios, TV Sets, Appliances)	Robert J. Enders
Ballantine & Sons (Beer & Ale)	J. Walter Thompson Co.
Bristol-Myers (Mum & Vitalis)	Doherty, Clifford & Schenfield, Inc.
Liggett & Myers Tobacco Co. (Chesterfields)	Newell-Emmett Co.
Philco Corp. (Refrigerators)	Hutchins Advertising Co., Inc.
Kaiser-Frazer Sales Corp. (Autos)	Morris F. Swaney, Inc.
Republican National Committee	B.B.D. & O.
Lionel Corp. (Model Trains)	Reiss Advertising
Elgin American (Compacts, Cig. Lighters, etc.)	Weiss & Geller Inc.

COLUMBIA BROADCASTING SYSTEM

Advertiser & Product	Agency
P. Ballentine & Sons, Newark (Beer & Ale)	J. Walker Thompson Company, New York
E. L. Cournand & Co., New York (Walco Tele-Vue Lens)	Cayton Inc., New York
Emerson Radio & Phonograph Co. (Radios & Phonograph)	Blow Co., New York
Ford Motor Co., Dearborn, Mich. (Autos)	Kenyon & Eckhardt, New York
A. C. Gibert Co., New Haven, Conn. (Electric Trains)	Charles W. Hoyt Co., New York
Gillette Safety Razor Corp., Boston (Razors, blades, shave cream)	Maxon Inc., New York
Gulf Oil Corp., Pittsburgh (Gas & Oil)	Young & Rubicam, New York
Liggett & Myers Tobacco Corp. (Chesterfields)	Newell-Emmett Co., New York
Lipton Tea Co., New York (Tea)	Young & Rubicam, New York
Larus & Brothers Co., Richmond (Edgeworth Tobacco)	Warwick & Legler, New York
Merrill Lynch Pierce, Fenner & Beane (Investment Bankers)	Geyer, Newell & Ganger, New York
Nash-Kelvinator Corp., Detroit (Autos)	William Esty Co., New York
R. J. Reynolds Tobacco Co., Winston-Salem (Tobacco)	Arthur Meyerhoff & Co., Chicago
William Wrigley Jr. Co., Chicago (Gum)	

DU MONT NETWORK

Advertiser & Product	Agency
American Tobacco Co. (Tobacco)	Foote, Cone & Belding, New York
P. Lorillard Co. (Cigarettes)	Lennen & Mitchell, New York
United Cigar & Whelan Stores Corp. (Tobacco)	Stanton B. Fisher Co., New York
Atlantic Refining Co. (Gas & Oil)	N. W. Ayer & Son, Phila.
Bonwit Teller (Clothing)	Direct
Corning Glass Works (Glassware)	Direct
E. L. Cournand Co. (Walco Tele-Vue Lens)	Cayton Inc., New York
U. S. Rubber Co. (Rubber)	Campbell Ewald Co., New York
Lee Hat Co. (Hats)	William H. Weintraub Co.

NATIONAL BROADCASTING CO.

Advertiser & Product	Agency
Admiral Corp., Chicago (Radios, TV sets, refrigerators)	Cruttenden & Eger, Chicago
American Tobacco Co., New York (Lucky Strikes)	N. W. Ayer & Son
Bates Fabrics, Inc., New York (Textiles)	James P. Sawyer Inc., New York
Bigelow-Sanford Carpet Co., New York (Carpets)	Young & Rubicam, New York
Brown & Williamson Tobacco Corp., Kentucky (Kools)	Ted Bates, New York
C-O Two Fire Equipment Co., Newark (Fire Extinguishers)	Frank Best & Co., Inc.
Chevrolet Motor Div. of General Motors, Detroit (Chevrolet)	Campbell-Ewald, New York
Churchward & Co., New London, Conn. (Boats)	Peck Advertising Co., New York
Cluett-Peabody & Co., Inc., New York (Neckwear, sportswear, men's wear)	Young & Rubicam, New York
Colgate-Palmolive-Peet Co., Jersey City (Palmolive)	William Esty, New York
E. L. Cournand Co., New York (Walco-Tele-Vue Lens)	Cayton Inc., New York
Disney Inc., Danbury, Conn. (Hats)	Grey Advertising Agency, New York
Firestone Tire & Rubber Co., Akron, Ohio (Tires & Tubes)	Sweeney & James Co., Cleveland, O.
General Electric Co., Syracuse, N. Y. (Television sets)	Maxon Inc., New York
General Foods Corp., New York (Jello Products)	Young & Rubicam, New York
General Foods Corp., New York (Maxwell House Coffee)	Benton & Bowles Inc., New York
Gillette Safety Razor Co., Boston (Safety Razors)	Maxon Inc., New York
Gulf Oil Corp., Pittsburgh (Gasoline & Oil, lubricants, fuel oil, insecticides & tires)	Young & Rubicam, New York
International Silver Co., Meriden, Conn. (Silverplate)	Newell-Emmett Co., New York
Julius Kayser & Co., New York (Hosiery)	Cecil & Presbrey Inc., New York
Kraft Foods Co., Chicago (Mayonnaise)	J. Walter Thompson, New York
Motorola Inc., Chicago (Radio & TV sets)	Gourfain-Cobb Adv. Agency, Chicago
Nash-Kelvinator Corp., Detroit (Kitchen equipment)	Geyer-Newell & Ganger, New York
Oldsmobile Division, General Motors, Detroit (Oldsmobile)	D. T. Brother, Detroit
Philco Corp., Philadelphia (Refrigerators, radios, TV sets, air conditioners, Philco freezers, tubes)	Hutchins Adv. Co., Inc., New York
Pioneer Scientific Corp., New York (Polaroid lenses)	Cayton Inc., New York
Radio Corp. of America, Camden (Radio & TV)	J. Walter Thompson, New York
Procter & Gamble Co., Cincinnati (Ivory Soap)	Compton Adv. Inc., New York
R. J. Reynolds Tobacco Co., Winston-Salem, N. C. (Camels)	William Estey Co., Inc., New York
Sherwin-Williams Co., Cleveland (Kem Tone)	Newell-Emmett, New York
E. R. Squibb & Sons, New York (Tooth brushes & tubes)	Newell-Emmett, New York
Sunshine Biscuits Inc., Long Island, N.Y. (Sunshine Biscuits)	Newell-Emmett Co., New York
Swift & Co., Chicago (Frankfurters, Table-Ready Meat, Brookfield Cheese, Prem, Pard, Peanut Butter, Cleanser)	McCann-Erickson Inc., New York
Sylvania Electric Products Inc., New York (Radio tubes & Service)	Newell-Emmett Co., New York
The Texas Co., New York (Gasoline, oil, grease)	Kudner Agency, New York
Time Inc., New York (Life)	
Twentieth Century Fox Film Corp., (New York (Movies)	Kayton-Spiro, New York
Union Oil Co. of Calif. (Oil)	Foote, Cone & Belding, New York
U. S. Rubber Co., Akron (Keds)	Campbell-Ewald, New York
Vick Chemical Co., New York (Vicks Va-Tro-Nol & Vapo Rub)	Morse International Inc., New York
Whitehall Pharmacal Co., New York (Kolynos & Anacin)	Dancer-Fitzgerald-Sample Inc., N. Y.
Unique Art Manufacturing Co., Newark (Mechanical Toys)	Grant Adv. Inc., New York

TV SET PRODUCTION JAN.-NOV. 1948

	TV	FM-AM	AM	All Sets
January	30,001	136,015	1,173,240	1,339,256
February	35,889	140,629	1,203,087	1,379,605
March	52,137	161,185	1,420,113	1,633,435
April	46,339	90,635	1,045,499	1,182,473
May	50,177	76,435	970,168	1,096,780
June	64,353	90,414	959,103	1,113,870
July	56,089	74,988	552,361	683,438
August	64,953	110,879	759,165	934,997
September	88,195	171,753	1,020,498	1,280,446
October	95,216	170,086	869,076	1,134,378
November	122,304	166,701	827,122	1,116,127
TOTAL	705,653	1,389,720	10,799,432	12,894,805

Source: Radio Manufacturers Assn.

Directory of
COMMERCIAL TELEVISION STATIONS IN THE UNITED STATES

As of January 1, 1949

City	Call Letters	Channel and Power	Name of Licensee Headquarters Address Telephone Number	Executive Personnel	AM-FM Affiliation Equipment Type Commencement Date
			ALABAMA		
BIRMINGHAM	WAFM-TV	Channel 13; 210-216 mc 27.2 kw aur.; 26 kw vis.	Voice of Alabama Inc. Protective Life Bldg. 3-8116	Ed Norton, Chairman of Bd. Thad Holt, Pres. & Treas., Gen. Mgr.	WAPI, WAFM (FM) RCA ....
BIRMINGHAM	WBRC-TV	Channel 4	Birmingham Bcstg. Co. WBRC Bldg. 4-7741	Eloise H. Hanna, Pres.	WBRC ....
			ARIZONA		
PHOENIX	KTLX	Channel 5; 76-82 mc 17.5 kw vis.; 8.7 kw aur.	Phoenix Tele. Corp. 618 North Central St.		
			CALIFORNIA		
HOLLYWOOD 38	KLAC-TV	Channel 13; 210-216 mc 16.2 kw vis.; 30.8 kw aur.	KMTR Radio Corp. 1000 Cahuenga Blvd. Hillside 1161	Don J. Fedderson, Exec. Vice Pres. & Gen. Mgr. Dave Lundy, Gen. Sls. Mgr. Fred Henry, Asst. Gen. Mgr. Paul C. Schulz, Chief Engr.	KLAC RCA Sept. 17, 1948
HOLLYWOOD 28	KNBH	Channel 4; 66-72 mc 13.5 kw aur.; 27 kw vis.	National Broadcasting Co. 1500 N. Vine St. Hollywood 6161	Sidney N. Strotz (NBC), Adm. Vice Pres. Charge of TV. Harold J. Bock, Dir. Western. Tele. Ops. Frank A. Berend, Sls. Mgr. Robert Brown, Prog. Dir. Ed Sobol, Prod. Mgr. Robert W. Clark, Chief Engr.	.... RCA Jan. 1949
HOLLYWOOD 38	KTLA	Channel 5; 76-82 mc 15 kw aur.; 30 kw vis.	Paramount Television Productions Inc. 5451 Marathon St. Hollywood 6363	Paul Raibourn, Pres. Klaus Landsberg, Gen. Mgr. & West Coast Dir. Harry Y. Maynard, Sls. Mgr. Philip Booth, Prog. Dir. J. Gordon Wright, Prod. Supvr. Raymond M. Moore, Engring Supvr.	.... Sept. 1942
HOLLYWOOD 28	KTSL (W6XAO)	Channel 2; 54-60 mc 11.4 kw aur.; 22.75 kw vis.	Don Lee Television 1313 Vine St. Hudson 2-2133	Lewis Allen Weiss, Pres. Willet H. Brown, Exec. Vice Pres. Harry W. Lubcke, Dir. of Tele. Carlton Winckler, Prog. Dir. Harold W. Jury, Chief Engr.	KHJ, KHJ-FM RCA, GE Dec. 23, 1931
HOLLYWOOD 38	KTTV	Channel 11; 198-204 mc 16.6 kw aur.; 31.5 kw vis.	KTTV Inc. 1025 N. Highland Ave. Hudson 2-1301	Norman Chandler, Pres. D. W. Thornburgh, Exec. Vice Pres. Harry W. Witt, Gen. Mgr. Frank G. King, Coml. Mgr. Hal Hudson, Prog. Dir. R. A. Monfort, Chief Engr.	.... RCA Jan. 1, 1949
LOS ANGELES 28	KECA-TV	Channel 7; 174-180 mc 14.8 kw aur.; 29.8 kw vis.	American Broadcasting Co. 6363 Sunset Blvd. Hudson 2-3141	Mark Woods (ABC), Pres. Don Searle, Vice Pres. J. Donald Wilson, Western Div. Dir. Prog. Ops. Richard J. Goggin, Dir. Tele. Programming Philip G. Caldwell, Mgr. Tech. Ops.	KECA, KECA-FM RCA, GE Jan. 1, 1949
LOS ANGELES 4	KFI-TV	Channel 9; 186-192 mc 15 kw aur.; 30 kw vis.	Earle C. Anthony, Inc. 141 N. Vermont Ave. Fairfax 2121	Earl C. Anthony, Owner & Pres. W. B. Ryan, Gen. Mgr. Kevin B. Sweeney, Coml. Mgr. Haan J. Tyler, Prog. Dir. H. L. Blatterman } Chief Engrs. Curtis Mason }	KFI, KFI-FM RCA Oct. 6, 1948
RIVERSIDE	KARO	Channel 1 or 6; 5 kw aur.; 2.5 kw vis.	Broadcasting Corp of America Riverside 6290	W. L. Gleeson, Pres.	KPRO ....
SAN DIEGO	KFMB-TV	Channel 8; 180-186 mc 20 kw vis.; 20.2 kw aur.	Jack Gross Bctsg. Co. 1378 Pacific Blvd. Main 2114	Jack Gross, Owner	KFMB ....
SAN FRANCISCO	KCPR	Channel 4; 8.75 kw aur.; 17.5 kw vis.	The Chronicle Publishing Co. 901 Mission St. Garfield 1-1112		
SAN FRANCISCO 4	KGO-TV	Channel 7; 174-180 mc 2.7 kw aur.; 5.4 kw vis.	American Broadcasting Co. 155 Montogomery Exbrook 2-6544	Mark Woods (ABC), Pres. Gayle V. Grubb, Gen. Mgr. Bloyce Wright, Prog. Mgr. Maury Baker, Adv., Prom. & Pub. Mgr. A. E. Evans, Chief Engr.	KGO, KGO-FM GE 1949
SAN FRANCISCO	KPIX	Channel 5; 76-82 mc 15.4 kw aur.; 29.9 kw vis.	The Associated Broadcasters Inc. Mark Hopkins Hotel Exbrook 2-4567	Wesley I. Dumm, Pres. Philip G. Lasky, Vice Pres. & Gen. Mgr. John G. Campbell, Coml. Mgr. Keith Kerby Lakin, Prog. Dir. A. E. Towne, Dir. of Engring. P. M. Dumm, Secy.-Treas., Personnel Mgr.	KSFO RCA Dec. 1, 1948
STOCKTON	KGDM-TV	Channel 8; 180-186 mc 1.80 kw aur.; 1.93 kw vis.	E. F. Peffer 519 E. Market St. 4-4551	E. F. Peffer, Pres.	KGDM .... Spring 1949
			CONNECTICUT		
NEW HAVEN	WNHC-TV	Channel 6; 82-88 mc 1.82 kw aur.; 5 kw vis., 957 kw erp.	Elm City Broadcasting Corp. 1110 Chapel Street 8-0196	Patrick J. Goode, Pres. Aldo DeDominicis, Secy.-Treas. James T. Milne, Gen. Mgr. Vincent Callanan, Coml. Mgr. Lewis Doolittle, Prog. Dir. Vincent De Laurentis, Chief Engr.	WNHC DuMont, RCA June, 1948
			DELAWARE		
WILMINGTON	WDEL-TV	Channel 7; 174-180 mc 5 kw aur.; 1 kw vis.	WDEL Inc. 10th and King Sts. 7268	Clair R. McCollough, Station Executive J. Gorman Walsh, General Mgr. J. Robert Gulick, Natl. Sls. Mgr. Harvey C. Smith, Prog. Dir. J. E. Mathiot, Chief Engr.	WDEL, WDEL-FM .... March 1949

(Continued)

RAYMOND M. WILMOTTE INC.

Consulting Radio Engineers

1948 - 1949

We forecast:

Television by Polycasting

Raymond M. Wilmotte

Paul A. de Mars

Raymond M. Wilmotte, *President*

Paul A. de Mars, *Associate*

1469 CHURCH ST., N. W.

Washington 5, D. C.

DEcatur 1231

Directory of
COMMERCIAL TELEVISION STATIONS IN THE UNITED STATES

(Data corrected to January 1, 1949)

City	Call Letters	Channel and Power	Name of Licensee Headquarters Address Telephone Number	Executive Personnel	AM-FM Affiliation Equipment Type Commencement Date
DISTRICT OF COLUMBIA					
WASHINGTON 5	WMAL-TV	Channel 7; 174-180 mc 13.9 kw aur.; 27.7 kw vis.	**The Evening Star Broadcasting Co. Inc.** 724 14th Street N.W. **National 5400**	S. H. Kauffmann, Pres. K. H. Berkeley, Vice Pres. & Gen. Mgr. Ben B. Baylor, Jr., Coml. Mgr. Frank Harvey, Chief Engr. Fred Shawn, Mgr. Bcstg. & Tele. Ops.	WMAL, WMAL-FM RCA Oct. 3, 1947
WASHINGTON 5	WNBW	Channel 4; 66-72 mc 10.5 kw aur.; 20.5 kw vis.	**National Broadcasting Co.** 724 14th St., N.W. Republic 4000	Niles Trammell (NBC), Pres. Frank M. Russell, Vice Pres. in Chg. William McAndrew, Assist. to Vice Pres. Mahlon Glascock, Sls. Mgr. George Y. Wheeler, Prog. Dir. George Sandefer, Bus. Mgr. Charles Kelly, Prog. Mgr. Donald H. Cooper, Engr. in Chg.	WRC, WRC-FM RCA June 27, 1947
WASHINGTON	WOIC	Channel 9; 186-192 mc 14.4 kw aur.; 27.3 kw vis.	Bamberger Broadcasting Service Inc. 40th & Brandywine St. N. W.	Theodore C. Streibert, Pres. Eugene S. Thomas, Gen. Mgr. R. C. Compton, Chief Engr.	WOR New York RCA Jan. 1949
WASHINGTON	WTTG	Channel 5; 76-82 mc 10.5 kw aur.; 17.5 kw vis.	Allen B. DuMont Labs. Inc. 12th and E Sts., N.W. Sterling 5300	Walter Compton, Gen. Mgr. Harold E. Sheffers, Coml. Mgr. Roger M. Coelos, Prog. Dir. Malcolm M. Burleson, Chief Engr.	.... DuMont May 1945
FLORIDA					
JACKSONVILLE	WMBR-TV	Channel 4; 66-72 mc 7.4 kw aur.; 14.8 kw vis.	Florida Broadcasting Co. 605 So. Main St. 9-4477	Frank King, President & Gen. Mgr. Glenn Marshall, Jr., Commercial Mgr. E. B. Vordermark, Chief Engineer	WMBR, WMBR-FM .... Jan. 1950
JACKSONVILLE	WJAX-TV	Channel 2; 54-60 mc 15 kw vis.; 7.5 kw aur.	City of Jacksonville 1 Broadcast Place 4-1681	John T. Hopkins III, Gen. Mgr.	WJAX ....
JACKSONVILLE	WPDQ-TV	Channel 6; 82-88 mc 19.4 kw vis.; 10 kw aur.	Jacksonville Broadcasting Corp. Gulf Life Ins. Bldg. 4-4421	James R. Stockton, President Robert R. Feagin, Gen. Mgr.	WPDQ ....
JACKSONVILLE	WJHP-TV	Channel 8; 180-186 mc 25.1 kw vis.; 13.2 kw aur.	John H. Perry 500 Laura St.	John H. Perry, Owner	WJHP ....
MIAMI	WTVJ	Channel 4; 66-72 mc 0.786 kw aur.; 1.57 kw vis.	Southern Radio & Tele. Equipment Co.		
ST. PETERSBURG	WSEE	Channel 7; 174-180 mc 26.2 kw vis.; 13.1 kw aur.	Sunshine Tele. Corp. 222 Brightwaters Blvd. 7-2416	Robert R. Guthrie and B. Earl Puckett, Chief Owners Robert R. Guthrie, Pres.	....
GEORGIA					
ATLANTA	WAGA-TV	Channel 5; 76-82 mc 17.768 kw vis.; 9.37 kw aur.	Liberty Bcstg. Co. W. Beach St.	George B. Storer, Pres.	WAGA ....
ATLANTA	WCON-TV	Channel 2; 54-60 mc 15.5 kw vis.; 8.6 kw aur.	Constitution Pub. Co. Constitution Bldg.	Clarke Howell, Pres.	WCON ....
ATLANTA	WSB-TV	Channel 8; 180-186 mc 12.5 kw aur.; 25.8 kw vis.	The Atlanta Journal Co. Biltmore Hotel HEmlock 1045	James M. Cox, Chairman of Bd. John M. Outler, Jr., Gen. Mgr. Frank Gaither, Commercial Mgr. Marcus Bartlett, Program Director C. F. Daugherty, Chief Engineer	WSB RCA Sept. 29, 1948
ILLINOIS					
CHICAGO 1	WBKB	**Channel 4; 66-72 mc** 7 kw aur.; 13.1 kw vis.	**Balaban & Katz Corp.** 190 N. State Randolph 6-8210	John Balaban, Pres. John Mitchell, Gen. Mgr. A. H. Brolly, Chief Engr.	WBIK (FM) DuMont, RCA Jan. 6, 1941
CHICAGO 6	WENR-TV	**Channel 7; 174-180 mc** 7 kw aur.; 13.1 kw vis. vis	**The American Broadcasting Co. Inc.** **20 N. Wacker Drive** Delaware 1900	John H. Norton Jr., Vice Pres., ABC Central Div. James L. Stirton, Gen. Mgr., Central Div. Gil Berry, Sales Mgr. Roy McLaughlin, Station Mgr. Harold Stokes, Prog. Mgr. E. C. Horstman, Engr. and Dir. Gerald Vernon, Coordinator TV Sales Fred Kilian, Dir. Programming Jack Gibney, Exec. Prod. Monte Fassnacht, Prod. Dir. Carol Howard, Prog. Coordinator	WENR 1948
CHICAGO 11	WGN-TV	Channel 9; 186-192 mc 15 kw aur.; 30 kw vis.	WGN Inc. 441 N. Michigan Ave. Financial 6-0011	Col. Robert R. McCormick, Pres. Frank P. Schreiber, Gen. Mgr. Vernon R. Brooks, Dir. of Ops. William A. McGuineas, Coml. Mgr. George Harvey, Sls. Mgr. J. E. Faraghan, Prog. Dir. Carl J. Meyers, Dir. of Engring.	WGN, WGNB (FM GE, RCA April 5, 1948
CHICAGO	WNBQ	Channel 5; 76-82 mc 21.8 kw aur.; 21.8 kw vis.	National Broadcasting Co Merchandise Mart Superior 7-8300	Niles Trammell (NBC), Pres. I. E. Showerman, Vice Pres. & Gen. Mgr. Jules Herbuveaux, Tele. Mgr. Ted Mills, Prog. Mgr. Howard C. Luttgens, Div. Engr.	WMAQ, WMAQ-FM RCA Nov. 1, 1948
PEORIA	WMBD-TV	Channel 6, 82-88 mc 8.75 kw aur.; 17.5 kw vis.	Peoria Broadcasting Co. 212 So. Jefferson 7133	Edgar L. Bill, Pres. Charles C. Caley, Exec. Vice Pres. Don D. Kynaston, Dir. of Sls. Charles E. Barnhart, Prog. Dir. James A. Ebel, Dir. of Engring	WMBD, WMBD-FM ....
PEORIA	WEEK-TV	Channel 12; 204-210 mc 29 kw vis., 14.5 kw aur.	West Central Bcstg. Co. Commercial National Bank Bldg.	Robert S. Kerr, Pres.	WEEK ....
ROCK ISLAND	WHBF-TV	Channel 4, 66-72 mc 13.6 kw aur., 7.6 kw vis.	**Rock Island Broadcasting Co.** 1800 3rd Ave. 918	Ben H. Potter, Pres. Leslie C. Johnson, Gen. Mgr. Maurice J. Corken, Com. Mgr. Forest W. Cooke, Prog. Dir. Robert J. Sinnett, Chief Engr.	WHBF, WHBF-FM ....

(Continued)

"This is WGN-TV, Chicagoland's Family Television Station"

MORE THAN 1,500,000 families in Chicagoland (4,500,000 people) form WGN-TV's potential market.

Thousands of these families own television sets around which they gather every day and night to watch entertainment especially designed for *all* members of the family.

Sports, news, kid and variety shows, mystery programs, serious dramas, movies . . . there is vivid entertainment and vital information for everyone who watches WGN-TV. Something for *everyone* without overbalanced programming for the benefit of the few!

That's why Channel 9 is a *habit* in Chicagoland.

WGN-TV

CHANNEL 9 · CHICAGO

Exclusively CBS-TV and Dumont-TV in Chicago

Directory of
COMMERCIAL TELEVISION STATIONS IN THE UNITED STATES

(Data corrected to January 1, 1949)

INDIANA

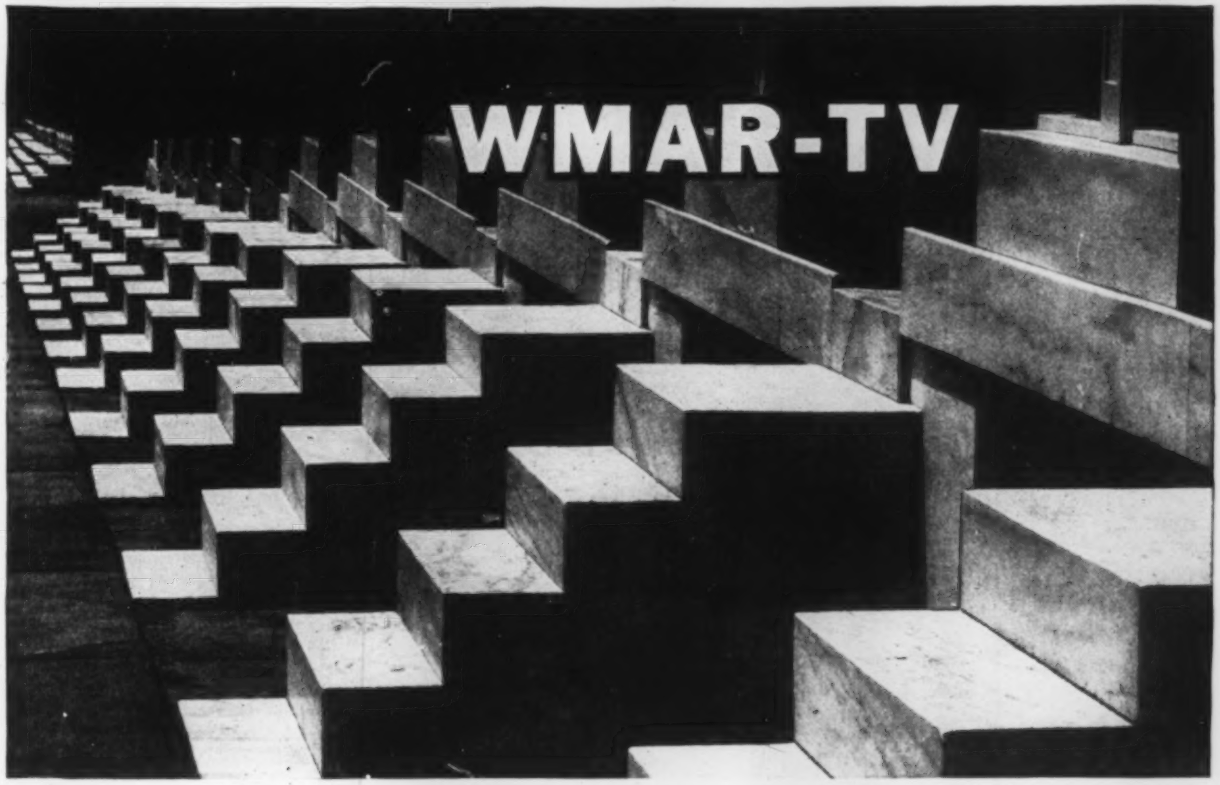
City	Call Letters	Channel and Power	Name of Licensee Headquarters Address Telephone Number	Executive Personnel	AM-FM Affiliation Equipment Type Commencement Date
BLOOMINGTON	WTTV	Channel 10; 192-198 mc 6.38 kw vis.	Sarkes and Mary Tarzian 535 S. Walnut 7538	Sarkes & Mary Tarzian, Owners Glenn Van Horn, Gen. Mgr.	WTTS .... Indefinite
INDIANAPOLIS	WFBM-TV	Channel 6; 82-88 mc 18.1 kw aur., 28.2 kw vis.	WFBM Inc. 48 Monument Circle Lincoln 8506	H. M. Bitner, Pres. Harry M. Bitner Jr., Gen. Mgr. William F. Kiley, Com. Mgr. Frank O. Sharp, Prog. Dir. Harold S. Holland, Chief Engr.	WFBM, WFBM-FM RCA March, 1949
INDIANAPOLIS 9	WUTV	Channel 3; 60-66 mc 7.6 kw aur.; 14.44 kw vis.	The William H. Block Co. 50 N. Illinois St.	M. S. Block R. C. Block E. A. Block } Prin. Owners Merrill Lindley, Radio Dir.	.... RCA Spring, 1949
IOWA					
AMES	WOI-TV	Channel 4; 66-72 mc 10.4 kw aur.; 13 kw vis.	Iowa State College c/o Radio Station WOI	Richard B. Hull, Gen. Mgr. Edward P. Wegener, Prog. Dir. L. L. Lewis, Chief Engr.	WOI, WOI-FM 1949
DAVENPORT	WOC-TV	Channel 5; 76-82 mc 22.9 kw vis., 22.9 kw aur.	Central Bcstg. Co.		WOC ....
KENTUCKY					
LOUISVILLE	WAVE-TV	Channel 5; 76-82 mc 12.05 kw aur., 24.1 kw vis.	WAVE Inc. 334 East Broadway Wabash 6543	George W. Norton Jr., Pres. Nathan Lord, Gen. Mgr. Ralph Jackson, Coml. Mgr. George Patterson, Prog. Dir. Wilbur Hudson, Chief Engr.	WAVE, WRXW(FM) RCA Nov. 24, 1948
LOUISVILLE	WHAS-TV	Channel 9; 186-192 mc 7.2 kw aur.; 9.6 kw vis.	WHAS Inc. Sixth & Broadway Wabash 2211	Barry Bingham, Pres. Victor A. Sholis, Dir. J. Mac Wynn, Sls. Dir. Orrin W. Towner, Chief Engr.	WHAS, WHAS-FM Mid-1949
LOUISIANA					
NEW ORLEANS	WDSU-TV	Channel 6; 82-88 mc 15 kw aur.; 31 kw vis.	Stephens Bcstg. Co. Inc. Monteleone Hotel Raymond 7135	E. A. Stephens, Pres. Robert Swezey, Exec. Vice Pres. Charles Price, Coml. Mgr. Stanley Holiday, Prog. Dir. Lindsey G. Riddle, Chief Engr.	WDSU, WDSU-FM RCA Dec. 18, 1948
NEW ORLEANS	WRTV	Channel 4; 66-72 mc 7.2 kw aur.; 13.6 kw vis.	Maison Blanche Co.	L. K. Nicholson, Owner	
NEW ORLEANS	WTPS-TV	Channel 7; 174-180 mc 21.5 kw vis., 18 kw aur.	Times-Picayune Bcstg. Co. 601-615 Howard Ave.		
MARYLAND					
BALTIMORE 11	WAAM	Channel 13; 210-216 mc 28.1 kw aur.; 13.8 kw vis.	Radio-Television of Baltimore Inc. Malden Ave. Mohawk 7600	Ben Cohen, Pres. Frederick Allman, Exec. Vice Pres. Norman C. Kal, Gen. Mgr. Army Grant, Coml. Mgr. Ted Estabrook, Prog. Dir. Warren Braun, Chief Engr.	.... RCA Nov. 1, 1948
BALTIMORE 18	WBAL-TV	Channel 11; 198-204 mc 17.2 kw aur.; 32.6 kw vis.	Hearst Radio Inc. 2610 North Charles Hopkins 3000	Charles McCabe, Pres. Harold C. Burke, Vice Pres. & Gen. Mgr. Kenneth Carter, Coml. Mgr. John Dickman, Prog. Dir. Richard S. Duncan, Chief Engr. Harold See, Dir. of Tele.	WBAL RCA March 11, 1948
BOSTON 34	WMAR-TV	Channel 2; 54-60 mc 10 kw aur.; 17 kw vis.	The A. S. Abell Co. Sun Square Lexington 7700	E. K. Jett, Dir. of Radio Anthony Lang, Coml. Mgr. Robert Cochrane, Prog. Dir. C. G. Nopper, Chief Engr.	WMAR-FM RCA Oct. 30, 1947
MASSACHUSETTS					
BOSTON 34	WBZ-TV	Channel 4; 66-72 mc 6.7 kw aur.; 15.6 kw vis.	Westinghouse Radio Stations Inc. 1170 Soldiers Field Road Algonquin 4 5670	Walter Evans, Pres. J. B. Conley, Gen. Mgr. W. C. Swartley, Station Mgr. C. Herbert Masse, Sales Mgr. W. Gordon Swan, Prog. Mgr. W. H. Hauser, Chief Engr. Lynn Morrow, Sls. Prom. Mgr. W. A. Davis, Publicity Mgr.	WBZ, WBZ-FM, WBZA, WBZA-FM RCA May 29, 1948
BOSTON	WNAC-TV	Channel 7; 174-180 mc 32.7 kw aur.; 32.7 kw vis.	Yankee Network	John Shepard 3rd, Chairman of Board William O'Neil, Pres. Linus Travers, Vice Pres. & Gen. Mgr.	WNAC ....
WALTHAM	WRTB	Channel 2; 54-60 mc 30.7 kw aur.; 50 kw vis.	Raytheon Manufacturing Co. Foundry Ave. Waltham 5860		
MICHIGAN					
DETROIT	WJBK-TV	Channel 2; 54-60 mc 7.51 kw aur.; 14.26 kw vis.	The Fort Industry Co. Masonic Temple Temple 2-6550	George B. Storer, Pres. Ralph G. Elvin, Gen. Mgr. Paul O. Frincke, Chief Engr.	WJBK GE, RCA Oct. 24, 1948
DETROIT	WWJ-TV	Channel 4; 66-72 mc 2.5 kw aur.; 5 kw vis.	Evening News Association 622 W. Lafayette Ave. Woodward 2-2000	W. E. Scripps, Pres. Evening News Assn. Harry Bannister, Gen. Mgr. Harry Betteridge, Gen. Sales Mgr. Mel Wissman, Gen. Prog. Mgr. E. J. Love, Gen. Engring Mgr. Edwin K. Wheeler, Asst. Gen. Mgr. Harold W. Priestley, Bus. Mgr. Willard Walbridge, Tele. Sls. Mgr.	WWJ, WWJ-FM DuMont, RCA March 4, 1947

(Continued)

WMAR

THE SUNPAPERS STATIONS

THE A. S. ABELL COMPANY — BALTIMORE 3, MARYLAND



In Maryland, it's WMAR-TV for Traditions

Ask any stranger to Baltimore what he considers most typical of the city and he will probably say, "Those white marble steps." Baltimoreans are proud of those white stone steps. White steps are a Baltimore tradition.

Television is still too young to have any real traditions of its own, but a responsible television station can capture the flavor and personality of a city. That respect for traditions—shown by WMAR-TV through selective programming—has been reflected in widespread public acceptance.

TV
FM
TELEVISION

Marylanders see themselves, the things they know and love, and the things they respect, through the eyes of their "own" station, WMAR-TV.

Only WMAR-TV gives Maryland such typically Maryland programs as: a daily television newsreel of *Maryland* news; every day of the race meets at *Laurel* and *Pimlico;* the *Baltimore* Colts, professional football team; the *Baltimore* Bullets, professional basketball team; high school and college sports of *Maryland* schools; the *Baltimore* Orioles baseball games; a weekly visit to The *Baltimore* Museum of Art.

Represented by

THE KATZ AGENCY, INC.

NEW YORK • DETROIT • KANSAS CITY • SAN FRANCISCO
CHICAGO • ATLANTA • DALLAS • LOS ANGELES

TELEVISION AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM

Directory of
COMMERCIAL TELEVISION STATIONS IN THE UNITED STATES

(Data corrected to January 1, 1949)

City	Call Letters	Channel and Power	Name of Licensee Headquarters Address Telephone Number	Executive Personnel	AM-FM Affiliation Equipment Type Commencement Date
			MICHIGAN (Continued)		
DETROIT	WXYZ-TV	Channel 7. 174-180 mc 27.9 kw vis., 13.9 kw aur.	WXYZ Inc. 3415 E. Jefferson Ave.		WXYZ ....
GRAND RAPIDS	WLAV-TV	Channel 7; 174-180 mc 20 kw aur., 10 kw vis.	Leonard A. Versluis 6 Fountain St., N. E. 6-5461	Leonard A. Versluis, Owner Hy M. Steed, Gen. Mgr. Lee Stevens, Chief Engr.	WLAV, WLAV-FM RCA 1949
LANSING	WJIM-TV	Channel 6; 82-88 mc 2.5 kw aur., 5 kw vis.	WJIM Inc. Bank of Lansing Bldg. 2-1333	Harold F. Gross, Pres. & Gen. Mgr. Howard K. Finch, Prog. Dir.	WJIM, WJIM-FM RCA
			MINNESOTA		
MINNEAPOLIS-ST. PAUL	KRTV	Channel 9; 186-192 mc 20.5 kw vis., 15.5 kw aur.	Northwest Bcstg. Co. 427 Sixth Ave. South		
MINNEAPOLIS-ST. PAUL	KSTP-TV	Channel 5; 76-82 mc 6.48 kw aur.; 13.68 kw vis.	KSTP Inc. 3415 University Ave. S.E., St. Paul Prior 2717	Stanley E. Hubbard, Pres. & Gen. Mgr. Kenneth M. Hance, Vice Pres. & Asst. Mgr. Miller C. Robertson, Coml. Mgr. Del Franklin, Prog. Mgr. John McMahon, Acting Chief Engr.	KSTP, KSTP-FM .... April 23, 1948
MINNEAPOLIS-ST. PAUL	WTCN-TV	Channel 4: 66-72 mc 9.2 kw aur.; 17.9 kw vis.	Minnesota Broadcasting Corp.	Robert Ridder, Pres. F. Van Konynenburg, Gen. Mgr. Robert N. Ekstrum, Coml. Mgr. Judy Bryson, Prog. Dir. John M. Sherman, Chief Engr. Max Karl, Prod. Mgr. C. J. Rian, Publicity	WTCN RCA ....
			MISSOURI		
City	**Call Letters**	**Channel and Power**	**Name of Licensee Headquarters Address Telephone Number**	**Executive Personnel**	**AM-FM Affiliation Equipment Type Commencement Date**
KANSAS CITY	WDAF-TV	Channel 4; 66-72 mc 11.1 kw vis., 22.2 kw aur.	The Kansas City Star Co. 1729 Grand Ave. Harrison 1200	Roy A. Roberts, Pres. Dean Fitzer, Gen. Mgr.	WDAF .... Not Determined
ST. LOUIS	KSD-TV	Channel 5: 76-82 mc 9.3 kw aur.; 20.1 kw vis.	The Pulitzer Publishing Co. 1111 Olive St. Main 1111	Joseph Pulitzer, Pres. George M. Burbach, Gen. Mgr.	KSD RCA Feb. 8, 1947
			NEBRASKA		
OMAHA	WOW-TV	Channel 6: 82-88 mc 8.5 kw vis., 16.2 aur.	Radio Station WOW Inc. Insurance Bldg. Webster 3400	John J. Gillin, Pres. & Gen. Mgr.	WOW, KWOW(FM) GE, RCA Undetermined
OMAHA	KMA-TV	Channel 3: 60-66mc 17.8 kw vis., 8.9 kw aur.	May Bcstg. Co. 2615 Farnam St.		
			NEW JERSEY		
NEWARK	WATV	Channel 13: 210-216 mc 25 kw aur.; 50 kw vis.	Bremer Broadcasting Corp. 1020 Broad St. Mitchell 2-6400 Barkley 7-8216	Irving R. Rosenhaus, Pres. and Gen. Mgr. Edmund S. Lennon, Coml. Mgr. George Green, Prog. Mgr. Frank V. Bremer, Chief Engr. James Sondheim, Prom. Mgr. Roland Trenchard, Pub. Rel. Dir.	WAAT, WAAT-FM May 15, 1948
TRENTON		Channel 1: 44-50 mc 1.0 kw aur.; 1.0 kw vis.	Trent Broadcast Corp. 35 W. State St. Trenton 2-7127		....
			NEW MEXICO		
ALBUQUERQUE	KOB-TV	Channel 4; 66-72 mc 5 kw aur.; 5 kw vis.	Albuquerque Broadcasting Co. Inc. 234 So. 5th 4411	T. M. Pepperday, Owner and Gen. Mgr. George S. Johnson, Chief Engr.	KOB RCA 1948
			NEW YORK		
BINGHAMTON	WNBF-TV	Channel 12: 204-210 mc 11.725 kw aur., 23 45 kw vis.	Clark Associates Inc. Arlington Hotel 2-3461	John C. Clark Sr., Pres. Cecil D. Mastin, Gen. Mgr. Stanley N. Heslop, Coml. Mgr. Edward M. Scale, Prog. Dir. Louveer H. Stantz, Chief Engr.	WNBF, WNBF-FM .... Indefinite
BUFFALO 2	WBEN-TV	Channel 4: 66-72 mc 12 kw aur.; 19.1 kw vis.	WBEN Inc. Hotel Statler Cleveland 6400	Edward H. Butler, Pres. and Treas. Alfred H. Kirchhofer, Vice Pres. and Secy. C. Robert Thompson, Sta. Mgr. Frank W. Kelly, Asst. Sta. Mgr. Chg. Sales George Torge, Prog. Dir. Ralph J. Kingsley, Tech. Dir. Robert Glenn Beerbower, Asst. Tech. Dir. Chg. Tele. Joseph A. Jenkins, Exec. Prod.	WBEN, WBEN-FM RCA May 14, 1948
NEW YORK	WABD	Channel 5: 76-82 mc 9.45 kw aur.; 14.25 kw vis.	Allen B. DuMont Labs. Inc. 515 Madison Ave. Murray Hill 8-2600	Allen B. DuMont, Pres. Lawrence Phillips, Dir. Leonard Hole, Gen. Mgr. Humboldt Greig, Coml. Mgr. Tony Kraber, Prog. Dir. Rodney D. Chipp, Chief Engr. Roy Passman, Asst. Mgr. John Hamman, Day. Coml. Mgr. Wade Thompson, Adv. Mgr.	.... DuMont Experimental Coml. Operations 1941
NEW YORK	WCBS-TV	Channel 2: 54-60 mc 6.9 kw aur.; 13.8 kw vis.	Columbia Broadcasting System 51 E. 42d St. Murray Hill 7-8700	J. L. Van Volkenburg, Vice Pres. and Dir. Tele. Oper. David Sutton, CBS-TV Sales Mgr. Charles Underhill, Dir. Prog. Paul Wittlig, Chief Engr.	WCBS, WCBS-FM RCA May 5, 1944

Directory of
COMMERCIAL TELEVISION STATIONS IN THE UNITED STATES

(Data corrected to January 1, 1949)

NEW YORK—(Continued)

City	Call Letters	Channel and Power	Name of Licensee Headquarters Address Telephone Number	Executive Personnel	AM-FM Affiliation Equipment Type Commencement Date
NEW YORK	WJZ-TV	Channel 7; 174-180 mc 14.8 kw aur.; 29.5 kw vis.	**American Broadcasting Co.** 7 W. 66th St. Trafalgar 3-7000	Mark Woods, Pres. Murray B. Grabhorn, Vice Pres. & Gen. Mgr. Clarence L. Doty, Sls. Mgr. John Hade, Prog. Dir. Frank Marx, Vice Pres. in chg. Engring. George Milne, Dir. of Tech. Ops. J. L. Middlebrooks, Chief Fac. Engr. John G. Preston, Chief Alloc. Engr.	WJZ, WJZ-FM RCA Aug. 10, 1948
NEW YORK	WOR-TV	Channel 9; 186-192 mc 11 kw aur.; 9.5 kw vis.	**Bamberger Broadcasting Service Inc.** **1440 Broadway** Longacre 4-8000	Theodore C. Streibert, Pres. and Gen. Mgr. Rufus C. Maddux, Coml. Mgr. Norman S. Livingston and Donald C. Hamilton, Prog. Dirs. J. R. Poppele, Chief Engr. and Vice Pres. Charles H. Singer, Asst. Chief Engr. Frank J. Bingley, Chief Tele. Engr.	WOR, WOR-FM GE, RCA DuMont 1949
NEW YORK	WNBT	Channel 4; 66-72 mc 5.75 kw aur.; 7 kw vis.	**National Broadcasting Co.** **30 Rockefeller Plaza** Circle 7-8300	Niles Trammell, Pres. Sidney N. Strotz, Adm. Vice Pres. chg. Tele. Carleton D. Smith, Dir. of Tele. Ops. Norman Blackburn, Natl. Prog. Dir. Warren Wade, Prod. Mgr. O. B. Hanson, Vice Pres. & Chief Engr. Robert E. Shelby, Dir. Tele. Engng. Ops.	WNBC RCA July 1, 1940
NEW YORK	WPIX	Channel 11; 198-204 mc 9.25 kw aur.; 18.5 kw vis.	WPIX Inc. **220 E. 42nd St.** **Murray Hill 2-1234**	F. M. Flynn, Pres. Robert L. Coe, Mgr. B. O. Sullivan, Coml. Mgr. Thomas E. Howard, Chief Engr. R. Bretz, Op. Mgr. J. Pollak, Mgr. Film Dept. T. E. Mitchell, Mgr. Accting. Carl Warren, Mgr. News and Sp. Events Frank Young, Mgr. Prom. and Pub.	.... GE, RCA June 15, 1948
ROCHESTER	WHTM	Channel 6: 82-88 mc 16.7 kw vis., 8.7 kw aur.	Stromberg-Carlson Co. 201 Humboldt St.	William Fay, Vice Pres. & Gen. Mgr.	WHAM ....
SCHENECTADY	WRGB	Channel 4; 66-72 mc 9.125 kw aur.; 18.25 kw vis.	**General Electric Co.** **60 Washington Ave.** **4-2211, Ext. 4926**	R. S. Peare, Vice Pres. and Mgr. B. J. Rowan, Asst. Mgr. G. Emerson Markham, Sta. Mgr. A. G. MacDonald, Sup. Sta. Sales & Prom. Al G. Zink, Sup. Prog. W. J. Purcell, Chief Engr.	WGY and WGFM GE 1939
SYRACUSE	WAGE-TV	Channel 10: 192-198 mc 30 kw vis., 15 kw aur.	WAGE Inc. Loew Bldg.	Frank G. Revoir, Pres.	WAGE ....
SYRACUSE	WHEN	Channel 8, 180-186 mc 15 kw vis., 7.5 kw aur.	Meredith Syracuse Tele. Corp. 101 Court St. 3-1126	Capt. W. C. Eddy, Gen. Mgr. Paul Adanti, Gen. Mgr. William Bell, Coml. Mgr. H. E. Crow, Chief Engr.	.... December 1948
SYRACUSE	WSYR-TV	Channel 5: 76-82 mc 23 kw vis., 12.8 kw aur.	Radio Projects 224 Harrison St.	H. C. Wilder, Pres.	WSYR
UTICA	WKAL-TV	Channel 13: 210-216 mc 13 kw vis., 11.3 kw aur.	Copper City Bcstg. Corp.	Myron J. Kallet, Pres.	WKAL ....

NORTH CAROLINA

City	Call Letters	Channel and Power	Name of Licensee Headquarters Address Telephone Number	Executive Personnel	AM-FM Affiliation Equipment Type Commencement Date
CHARLOTTE	WBT-TV	Channel 3: 60-66 mc 16.3 kw vis., 8.2 kw aur.	Jefferson Standard Bcstg. Co. Wilder Bldg.	J. M. Bryan, Pres. C. H. Crutchfield, Vice Pres. & Gen. Mgr.	WBT

OHIO

City	Call Letters	Channel and Power	Name of Licensee Headquarters Address Telephone Number	Executive Personnel	AM-FM Affiliation Equipment Type Commencement Date
CINCINNATI	WLWT	Channel 4; 66-72 mc 19.5 kw aur.; 23.5 kw vis.	**Crosley Broadcasting Corp.** **140 W. Ninth St.** **Cherry 1822**	James D. Shouse, Pres. R. E. Dunville, Vice Pres. and Gen. Mgr. M. N. Terry, Vice Pres. Chg. Tele. M. F. Allison, Sales Mgr. James B. Hill, Mgr. Sales Serv. Chester A. Herman, Prog. Dir. R. J. Rockwell, Vice Pres. Chg. Engr. J. R. Duncan, Dir. WLWT Engr. Rikel Kent, Prod. Mgr. Rita Cassidy, Dir. Film Procure. David E. Partridge, Dir. Sales Prom.	**WLW, WLWA(FM)** **RCA** **Feb. 9, 1948**
CINCINNATI	WCPO-TV	Channel 7, 174-180 mc 12 kw aur., 21 kw vis.	Scripps-Howard Radio Inc. Carew Tower Main 3314	Jack R. Howard, Pres. M. C. Watters, Gen. Mgr. J. P. Smith, Coml. Mgr. Glen Clarke Miller, Prog. Dir. Glen A. Davis, Chief Engr.	WCPO, WCPO-FM GE, RCA Feb. 1, 1948
CINCINNATI	WKRC-TV	Channel 11: 198-204 mc 12.25 kw vis., 24.5 kw aur.	Radio Cincinnati Inc. Hotel Alms Woodburn 0550	Hulbert Taft Jr., Managing Dir.	WKRC, WKRC-FM
CLEVELAND	WEWS	Channel 5; 76-82 mc 8.15 kw aur.; 16.3 kw vis.	Scripps-Howard Radio Inc. 1816 E. 13th St. Superior 6111	Jack R. Howard, Pres. James C. Hanrahan, Gen. Mgr. J. Harrison Hartley, Sta. Dir. Patrick H. Crafton, Prog. Dir. J. B. Epperson, Chief Engr.	WEWS-FM RCA, DuMont Dec. 17, 1947
CLEVELAND	WNBK	Channel 4: 66-72 mc 17.75 kw aur.; 34.4 kw vis.	National Broadcasting Co. Inc. 815 Superior Ave. Cherry 0942	Niles Trammell (NBC), Pres. John McCormack, Station Mgr. Charles C. Bevis Jr., Tele. Mgr. Harold L. Gallagher, Sls. Mgr. S. E. Leonard, Engr. in Chg.	WTAM, WTAM-FM RCA Oct. 31, 1948
CLEVELAND	WXEL	Channel 9; 186-192 mc 13 kw aur.; 21 kw vis.	Empire Coil Co.		

(Continued)

Directory of
COMMERCIAL TELEVISION STATIONS IN THE UNITED STATES

(Data corrected to January 1, 1949)

City	Call Letters	Channel and Power	Name of Licensee Headquarters Address Telephone Number	Executive Personnel	AM-FM Affiliation Equipment Type Commencement Date
			OHIO (Continued)		
COLUMBUS	WBNT	Channel 10: 192-198 mc 28.4 kw vis., 14.2 kw aur.	TV Inc. Olentangy Blvd. and Dublin Rd.	Richard S. Wolfe, Pres.	
COLUMBUS	WLWC	Channel 3; 60-66 mc 5.25 kw aur.; 15.5 kw vis.	Crosley Broadcasting Corp. 140 W. Ninth St., Cincinnati Cherry 1822	James D. Shouse, Pres.	WLW
COLUMBUS	WTVN	Channel 6; 82-88 mc 14.3 kw vis., 9 kw aur.	Picture Waves Inc. 1006 Huntington Bank Bldg.	Edward Lamb, Pres. Lowell Goerlich, Gen. Mgr. Thomas J. McJilton, Chief Engr.	.... March 1949
DAYTON	WHIO-TV	Channel 13: 210-216 mc 24 kw vis., 25.2 kw aur.	Miami Valley Bcstg. Corp. 45 S. Ludlow	James M. Cox Jr., Pres. R. H. Moody, Mgr.	WHIO .... January 1949
DAYTON	WLWD	Channel 5; 76-82 mc 25 kw aur.; 30 kw vis.	Crosley Broadcasting Corp. 140 W. Ninth St., Cincinnati Cherry 1822	James D. Shouse, Pres.	WLW
TOLEDO	WSPD-TV	Channel 13; 210-216 mc 27.4 kw vis., 14.4 kw aur.	The Fort Industry Co. 136 Hurm St. Adams 3175	George B. Storer, Pres. E. Y. Flanigan, Gen. Mgr. Wes Shannon, Coml. Mgr. Glenn Jackson, Prog. Dir. William Stringfellow, Chief Engr.	WSPD RCA July 21, 1948
			OKLAHOMA		
OKLAHOMA CITY	WKY-TV	Channel 4; 66-72 mc 12.1 kw vis., 6.2 kw aur.	WKY Radiophone Co. Skirvin Tower 3-4306	E. K. Gaylord, Pres. P. A. Sugg, Gen. Mgr. Leo Howard, Coml. Mgr. Paul Brawner, Prog. Dir. H. J. Lovell, Chief Engr.	WKY RCA Summer 1949
TULSA	KOVB	Channel 6: 82-88 mc 16.55 kw vis., 8.53 kw aur.	George E. Cameron Jr.		
			OREGON		
PORTLAND	KGWG	Channel 6; 82-88 mc 11.2 kw aur.; 10 kw vis.	The Oregonian Publishing Co. 1011 S.W. Sixth Ave. Beacon 6364	H. Quenton Cox, Gen. Mgr.	KGW
PORTLAND	KTVU	Channel 3; 60-66 mc 15.5 kw vis.; 9 kw aur.	Video Bcstg. Co. Heathman Hotel		
			PENNSYLVANIA		
ERIE	WICU	Channel 12; 204-210 mc 4 kw vis., 2 kw aur.	Erie Dispatch Inc. State St. 25251	Edward Lamb, Pres. Paul Albracht, Gen. Mgr. Charles Fuller, Coml. Mgr. Thomas J. McJilton, Chief Engr.	WEEL (FM) DuMont, RCA Dec. 1948
JOHNSTOWN	WJAC-TV	Channel 13; 210-216 mc 7 kw aur.; 6.5 kw vis.	WJAC Inc. 329 Main St 4-1267	W. W. Krebs, Pres. L. W. Barnes, Exec. Vice Pres., Treas. and Gen. Mgr. John P. Foster, Sta. and Coml. Mgr. Campbell E. Patch, Prog. Dir. N. L. Straub, Chief Engr.	WJAC, WJAC-FM RCA 1949
LANCASTER	WGAL-TV	Channel 4; 66-72 mc 1 kw vis., 0.88 kw aur.	WGAL Inc. 8 W. King St. 5251	Clair R. McCollough, Pres. Walter O. Miller, Gen. Mgr. J. Robert Gulick, Nat'l. Sales Mgr. Ernest Stanziola, Prog. Dir. J. E. Mathiot, Chief Engr.	WGAL .... March 1949
PHILADELPHIA	WCAU-TV	Channel 10, 192-198 mc 13.94 kw aur.; 25 kw vis.	WCAU Inc. 1622 Chestnut St. Locust 7-7700	Leon Levy, Pres. and Gen. Mgr. G. Bennett Larson, Dir. Tele. John L. McClay, Prog. Dir. John G. Leitch, Tech. Dir. Roy Meredith, Prod. Mgr. Helen Buck, Film Dir.	WCAU, WCAU-FM RCA May 23, 1948
PHILADELPHIA	WFIL-TV	Channel 6; 82-88 mc 9.3 kw aur.; 18.1 kw vis.	Triangle Publications Inc. 46th and Market Sts. Evergreen 6-8090	Walter H. Annenberg, Pres. Roger W. Clipp, Gen. Mgr. John E. Surrick, Coml. Mgr. John J. Steck, Prog. Dir. Louis E. Littlejohn, Chief Engr. Donald S. Kellett, Adm. Asst. Chg. Tele. Kenneth W. Stowman, Tele. Sales Mgr. John D. Scheuer Jr., Oper. Asst. to Gen. Mgr.	WFIL, WFIL-FM RCA Sept 13, 1947
PHILADELPHIA	WPTZ	Channel 3; 60-66 mc 8.9 kw aur.; 17.8 kw vis.	Philco Tele. Broadcasting Corp. 1800 Architects Bldg. Locust 4-2244	E. B. Loveman, Vice Pres. and Gen. Mgr. Rolland V. Tooke, Asst. Gen. Mgr. Alexander W. Dannenbaum Jr., Coml. Mgr. Ernest Walling, Prog. Dir. Raymond J. Bowley, Chief Engr.	.... Exp. 1939 Coml. 1941
PITTSBURGH	WDTV	Channel 3; 60-66 mc 7.3 kw aur.; 14.6 kw vis.	Allen B. DuMont Labs.	Donald A. Stewart, Gen. Mgr. Raymond Rogers, Chief Engr.	.... Jan. 11, 1949
			RHODE ISLAND		
PROVIDENCE	WJAR-TV	Channel 11; 198-204 mc	Outlet Co.	Mortimer L. Burbank, Pres. John J. Boyle, Gen. and Coml. Mgr. Thomas C. J. Prior, Chief Engr.	WJAR, WJAR-FM RCA 1949

Directory of
COMMERCIAL TELEVISION STATIONS IN THE UNITED STATES

(Data corrected to January 1, 1949)

TENNESSEE

City	Call Letters	Channel and Power	Name of Licensee Headquarters Address Telephone Number	Executive Personnel	AM-FM Affiliation Equipment Type Commencement Date
MEMPHIS	WMCT	Channel 4; 66-72 mc 7.12 kw aur.; 13.6 kw vis.	Memphis Pub. Co.	H. W. Slavick, Gen. Mgr.	WMC ....
NASHVILLE	WSM-TV	Channel 4; 66-72 mc 14.4 kw vis., 7.2 kw aur.	WSM Inc. 7th & Union Sts. 6-7181	John H. DeWitt Jr., Pres. Harry L. Stone, Gen. Mgr. Irving Waugh, Coml. Mgr. Jack Stapp, Prog. Dir. George Reynolds, Chief Engr.	WSM 1949

TEXAS

City	Call Letters	Channel and Power	Name of Licensee Headquarters Address Telephone Number	Executive Personnel	AM-FM Affiliation Equipment Type Commencement Date
DALLAS	KBTV	Channel 8; 180-186 mc 18.5 kw aur.; 35 kw vis.	Lacy-Potter Tele. Broadcasting Co.		....
DALLAS	KRLD-TV	Channel 4; 66-72 mc 2.5 kw aur.; 5 kw vis.	KRLD Radio Corp. Adolphus Hotel Central 6811	John W. Runyon, Pres. Clyde W. Rembert, Gen. Mgr. William A Roberts, Com. Mgr. Roy George, Prog. Dir. Roy M. Flynn, Chief Engr.	KRLD, KRLD-FM GE 1949
FORT WORTH	WBAP-TV	Channel 5; 76-82 mc 8.2 kw aur.; 17.6 kw vis.	Carter Publications Inc. 400 West Seventh 3-1234	Amon Carter, Pres. Harold Hough, Dir. George Cranston, Gen. Mgr. Roy Bacus, Coml. Mgr. Seymour Andrews, Prog. Dir. R. C. Stinson, Chief Engr. Bob Gould, Chief Prod.	WBAP, WBAP-FM RCA Sept 29, 1948
HOUSTON	KLEE-TV	Channel 2; 54-60 mc 16 kw vis., 8.5 kw aur.	W. Albert Lee Milby Hotel	Sidney Balkin, Gen. Mgr. Ken Bagwell, Prog. Dir. Paul Huhndorff, Chief Engr.	KLEE GE Jan. 1, 1949
SAN ANTONIO	KEYL	Channel 5; 76-82 mc 17.9 kw vis., 9 kw aur.	San Antonio Tele. Co.	R. L. Wheelock, W. L. Pickens and H. H Coffield, Owners	
SAN ANTONIO	WOAI-TV	Channel 4; 66-72 mc 21.6 kw vis., 10.8 kw aur.	Southland Industries Inc. 1031 Navarro St. Garfield 4221	G. A. C. Halff, Chr. of Board Hugh A. L. Halff, Pres. & Gen. Mgr. Jack Keasler, Asst. Gen. & Coml. Mgr. Monte A. Kleban, Prog. Mgr. Charles L. Jeffers, Tech. Dir.	WOAI RCA Not Determined

(Continued)

the first television station in the Mid-South . . .

In the heart of a $2,000,000,000 market

With pardonable pride we point to the fine Television job WMCT is doing for its clients. One good reason: A staff of sixty working with the finest equipment available. WMCT is completely staffed, completely equipped for any assignment. For instance, our new RCA Mobile Unit complete with Micro-wave relay . . .

In addition to one studio 28 by 34 feet, WMCT has a spacious auditorium seating 1,050 people with dressing rooms, scenery storage—the works! Our program library is replete with up-to-the-minute program material, and we are completely equipped to handle coverage of local events.

Or take our studio and transmitting equipment — all RCA— the finest money can buy! Movie equipment is Bell & Howell, Eastman, and Auricon for sound with movies; Houston rapid film processor, and Bell & Howell printer, with a complete staff of production specialists to get the job done.

What about sets? Are people buying them? You bet they are! The question is: How long will suppliers be able to meet the demand? We tell you all this, because it may be that you are one of the aggressive advertisers who capitalize on the terrific impact of a new medium in the $2,000,000,000 Memphis market.

WMCT *elevision*

CHANNEL 4 • MEMPHIS

AFFILIATED WITH NBC • CBS • DUMONT

WMC • WMCF • WMCT

National Representatives • The Branham Company *Owned and operated by the Commercial Appeal*

Directory of
COMMERCIAL TELEVISION STATIONS IN THE UNITED STATES

(Data corrected to January 1, 1949)

City	Call Letters	Channel and Power	Name of Licensee Headquarters Address	Executive Personnel	AM-FM Affiliation Equipment Type Commencement Date
			UTAH		
SALT LAKE CITY	KDYL-TV W6XIS	Channel 4; 66-72 mc 2 kw aur.; 4 kw vis.	Intermountain Broadcasting and Tele. Corp. 143 S. Main St. 5-2991	S. S. Fox, Pres. John M. Baldwin, Vice Pres. and Tech. Dir. and Dir. Tele. Harry Golub, Coml. Mgr. Danny Rainger, Prog. Dir. Allen Gunderson, Chief Engr.	KDYL, KDYL-FM RCA Exp. April 19, 1948; Coml. July 7, 1948
SALT LAKE CITY............	KSL-TV	Channel 5; 76-82 mc 18.4 kw vis., 9.2 kw aur.	Radio Service Corp. of Utah 10 S. Main St.	J. Reuben Clark, Pres. Ivor Sharp, Exec. Vice Pres.	KSL ....
			VIRGINIA		
NORFOLK	WTAR-TV	Channel 4; 66-72 mc 24.248 kw vis.; 12.124 kw aur.	WTAR Radio Corp. Nat'l. Bank of Commerce Bldg. Norfolk 25671	Campbell Arnoux, Pres. & Gen. Mgr. John W. New, Coml. Mgr. Joel Carlson, Prog. Dir. John C. Peffer, Chief Engr.	WTAR RCA Not Determined
RICHMOND	WTVR	Channel 6; 82-88 mc 12.16 kw aur.; 6.4 kw vis.	Havens and Martin Inc. 3301 W. Broad St. Richmond 5-8611	Wilbur M. Havens, Pres. and Gen. Mgr. Walter A. Bowry Jr., Coml. Mgr. Conrad Rianhard Jr., Dir. Tele. Wilfred H. Wood, Chief Engr.	WMBG, WCOD(FM) RCA, DuMont April 22, 1948
			WASHINGTON		
SEATTLE	KRSC-TV	Channel 5; 72-78 mc 11.25 kw. aur.; 22.5 kw vis.	Radio Sales Corp. 2939 4th Ave. South Elliott 2480	Palmer K. Leberman, Pres. Robert Priebe, Gen. Mgr. Al Hunter, Coml. Mgr. Lee Schulman, Prog. Dir. George Freeman, Chief Engr.	KRSC, KRSC-FM RCA Nov. 25, 1948
			WEST VIRGINIA		
HUNTINGTON	WSAZ-TV	Channel 5; 76-82 mc 18.2 kw vis., 9.1 kw aur.	WSAZ Inc. 912½ Third Ave. 4106	John A. Kennedy, Pres. Howard L. Chernoff, Mgng. Dir. Marshall L. Rosene, Gen. & Coml. Mgr. Ted Eiland, Prog. Dir. LeRoy Kilpatrick, Chief Engr. Odes E. Robinson, Tech. Sup.	WSAZ .... Not Determined
			WISCONSIN		
MILWAUKEE	WTMJ-TV	Channel 3; 60-66 mc 10.2 kw aur.; 16.1 kw vis.	The Journal Co. 720 E. Capitol Drive Marquette 8-6000	Walter J. Damm, Vice Pres. and Gen. Mgr. R. G. Winnie, Sta. Mgr. and Dir. Sales James Robertson, Prog. Dir. Phil B. Laeser, Chief Engr. Frank Hart, Coml. Prod. Mgr.	WTMJ, WTMJ-FM RCA Dec. 3, 1947

In UTAH...
THE Popular STATION
AM and FM
FIRST AND FAR AHEAD IN
Television
Commercial Television pays off in the important Salt Lake metropolitan market.
KDYL
SALT LAKE CITY
UTAH'S NBC STATION
JOHN BLAIR & CO.
NATIONAL REPRESENTATIVES

BROADCASTING YEARBOOK
printed by
THE McARDLE PRINTING CO. INC.
COMPLETE FACILITIES FOR
Printing • Binding
and Mailing
PAMPHLETS CATALOGS
BOOKS PUBLICATIONS

2201 M St., N. W., Washington 7, D. C.
Telephone DIstrict 2900
31

Television Broadcasters Assn. Inc.

500 Fifth Ave., New York 18. Telephone: Lackawanna 4-4788.

Officers

R. Poppele, *President*
Emerson Markham, *Vice-President*
ill Baltin, *Secretary-Treasurer*
ul Raibourn, *Ass't. Secretary-Treasurer*

Directors

. Allen B. DuMont
Emerson Markham
ul Raibourn
rtis W. Mason
R. Poppele
bert E. Kintner
ran E. Kersta
nest B. Loveman

Membership

ACTIVE

neral Electric Co.
ilco Radio and Television Corp.
tional Broadcasting Co., (New York, Chicago and Washington television stations)
rnsworth Television & Radio Corp.
A Victor Div. Radio Corp. of America
len B. DuMont Laboratories Inc.
mberger Broadcasting Service
Earle C. Anthony Inc.
Crosley Corp.
WGN Inc.
Television Productions Inc.
Balaban & Katz Corp.
Detroit News
ABC
CBS
Havens & Martin
Maison Blanche
Associated Broadcasters, Inc.
WDSU
News Syndicate Co.
Baltimore Sun
Radio-Television of Baltimore, Inc.
Milwaukee Journal Co.
Bremer Broadcasting Corp.
Pulitzer Publishing Co.
Dallas Morning News
Station WSB-TV, Atlanta Journal Co.
Hearst Radio Inc.
Jefferson Standard Broadcasting Co.
WKAL
Kansas City Star Co.
The Houston Post Co.
Twentieth Century Fox

AFFILIATE

RKO Television Corp.
Buchanan & Company Inc.
Cecil B. DeMille Productions
William Morris Agency
North American Philips Co. Inc.
General Electric Co.
E. I. du Pont de Nemours & Co.
Westinghouse Electric Corp.
Western Electric Co.
American Television Labs. Inc.
Federal Telephone & Radio Corp.
The Rauland Corp.
Eastman Kodak Co.
Motion Picture Research Council
American Telephone & Telegraph Co.
Telicon Corp.
Belmont Electric Co.
Mutual Broadcasting System
International News Service
Stromberg-Carlson Co.
McCann-Erickson Inc.
Foote, Cone & Belding
The Katz Agency
Marschalk & Pratt Agency
C. E. Hooper Inc.

EDUCATIONAL

Yale University
Rutgers University
Syracuse University
Western Reserve University
Capitol Radio Engineering Institute
National Radio Institute
New York Technical Institute of N. J.
Television Workshop
Central Radio & Television School

TV ADVERTISING REPORT

	June Report	July Report	Aug. Report	Sept. Report	Oct. Report	Nov. Report	Dec. Report
. of Markets	11	16	19	19	21	21	23
. of Stations	20	26	32	32	37	37	41
. of Advertisers:							
Network	14	14	18	21	33	37	37
Selective	76	113	122	119	181	216	230
Local-Retail	144	153	197	236	281	373	413
TAL ADVERTISERS	234	280	337	376	495	626	680

TV SETS INSTALLED—1948

CITY	SETS INSTALLED
NEW YORK	370,000
PHILADELPHIA	95,000
LOS ANGELES	60,700
CHICAGO	48,000
BOSTON	32,900
BALTIMORE	30,000
WASHINGTON	24,500
DETROIT	22,000
CLEVELAND	18,500
ST. LOUIS	14,000
SCHENECTADY	11,800
MILWAUKEE	11,300
NEW HAVEN	11,000
CINCINNATI	10,000
MINNEAPOLIS-ST. PAUL	8,300
BUFFALO	8,000
RICHMOND	4,600
TOLEDO	4,500
ATLANTA	4,200
PROVIDENCE	3,500
PITTSBURGH	2,500
DALLAS	2,500
LOUISVILLE	2,300
FT. WORTH	2,000
NEW ORLEANS	1,500
SAN FRANCISCO	1,500
SEATTLE	1,500
SALT LAKE CITY	1,200
DAYTON	1,100
MEMPHIS	1,100
ERIE	200
HOUSTON	200
INDIANAPOLIS	200
SAN DIEGO	200
ALBUQUERQUE	200
SYRACUSE	100
OTHERS	52,900
TOTAL	864,000

* SOURCE: NBC Research Department estimates.

Television Associates
NEW YORK INC. CHICAGO

The Name that Means

Reduced Operating Costs

CAPTAIN W. C. EDDY, *President*
Creative specialist and recognized television authority.

TELEVISION equipment manufactured by Television Associates has been expressly designed to save time, save labor, or improve efficiency and result in *reduced operating costs*. Equipment is rigidly field tested and guaranteed to perform as represented.

Manufacturers of:

- ★ T.A. Controlable double duty studio lighting system
- ★ T.A. Cast aluminum tripods for reflectors and cameras
- ★ T.A. All-purpose portable camera dollies
- ★ T.A. Video Analyzers
- ★ T.A. Back loading microwave reflectors and mounts
- ★ T.A. Parapet mounts and clamps for reflectors and cameras
- ★ T.A. Kaleidoscope projector
- ★ T.A. Camera Hi-Hats

Television Associates INC.
225 N. Michigan Ave. • Chicago 1, Illinois

OLESEN CAN SOLVE TV LIGHTING FOR YOU!

Good TV reception starts in your studio. It can be helped or harmed by the quality of your studio lighting.

TV lighting poses special problems, a fact more and more engineers learn every day. It is significant, also, that more and more TV studios are turning to Otto K. Olesen in Hollywood for solution of their lighting. Olesen has led in specialized lighting techniques for 35 years, and is now applying this know-how to the solution of TV lighting.

No matter what your requirements—whether you want in-stock fixtures or need special designing and construction—call on Otto K. Olesen in Hollywood. You can be confident your lighting problems will be expertly diagnosed and cleared up.

Stop Worrying!
WIRE — PHONE OR MAIL COUPON

MAIL THIS COUPON FOR MORE INFORMATION!

OTTO K. OLESEN CO.
1534 Cahuenga Blvd.
Hollywood 28, Calif.
Phone: GLadstone 5194

Gentlemen: Send me complete data on TV studio lighting.

Name__________

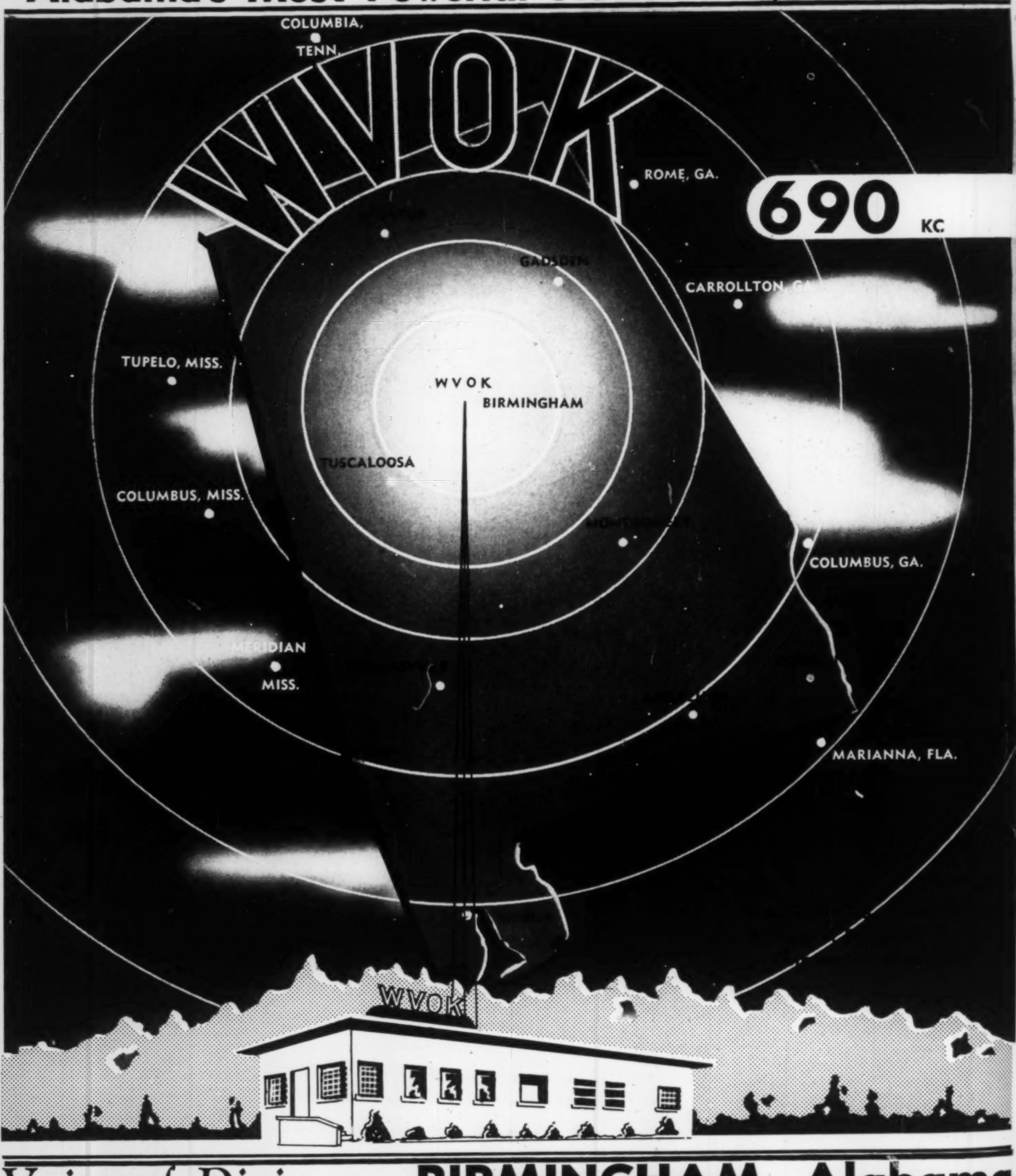
Firm__________

Address__________

Title__________

NOTE: Use margin of page or address letter if you wish data on special TV lighting problem.

Alabama's Most Powerful Station—10,000 Watts


COLUMBIA, TENN.
WVOK
ROME, GA.
690 KC
GADSDEN
CARROLLTON, GA.
TUPELO, MISS.
WVOK BIRMINGHAM
TUSCALOOSA
COLUMBUS, MISS.
COLUMBUS, GA.
MERIDIAN MISS.
MARIANNA, FLA.
WVOK

Voice of Dixie — BIRMINGHAM, Alabama

Directory of
STANDARD (AM) BROADCASTING STATIONS OF THE UNITED STATES

**—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. SH—Specified Hours. U—Unlimited. CP—Construction Permit Issued.*
LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.
(Data corrected to December 6, 1948)

AP—Associated Press. INS—International News Service. TP—Transradio Press. UP—United Press.
Postal Zone Numbers are Listed Alongside Cities Wherever Furnished by Stations.

ALABAMA

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel		Representatives Transc. Library News Service
BERTVILLE	WAVU 1948	630 500-D	Pat Murphy Courington Albertville 555	......	Pat M. Courington, Pres. & Gen. Mgr. Eaton P. Govan, Jr., Coml. Mgr.	Annette Hooper, Prog. Dir. Glenn Abercrombie, Chief Engr.	World AP
EXANDER CITY..	WRFS 1947	1050 1,000-D	Piedmont Service Corp. 12 Main St. 1050	......	James L. Coley, Pres., Gen. & Coml. Mgr. Bob McKinnon, Prog. Dir.	James L. Coley, Chief Engr.	Sears & Ayer Thesaurus UP
NDALUSIA	WCTA 1945	1340 250	Andalusia Bcstg. Co. Sanford Road 844	MBS KBS	James T. Ownby, Gen. Mgr. Dige Bishop, Coml. Mgr. & Chief Engr.	Barbara Nicholson, Prog. Dir.	World UP
NNISTON	WHMA 1938	1450 250	Anniston Bcstg. Co. 1330 Noble St. 2380	ABC	Harry M. Ayers, Pres. Malcolm Street, Gen. & Coml. Mgr.	Ross Charles, Prog. Dir. Joanna Aly, Prom. Mgr. James Hudson, Chief Engr.	Sears & Ayer Lang-Worth UP
NNISTON	WOOB 1947	1490 250	W. S. Weatherly 1001½ Noble St. 3210	MBS Alabama	W. S. Weatherly, Pres. & Gen. Mgr. Hugh Webb, Coml. Mgr.	Lee Blaine, Prog. Dir. Raymond Watson, Chief Engr.	Clark World AP
THENS	WJMW 1948	1010 250-D	Athens Bcstg. Co. c/o White Motor Sales Co.		Wilson T. White, Pres.		
UBURN	WAUD 1947	1230 250	Auburn Bcstg. Co. Box 350 1240	......	Elmer G. Salter, Pres. & Gen. & Coml. Mgr. Buck Persons, Prog. Dir.	Anne Belvin, Prom. Mgr. Chas. Herman, Chief Engr.	World Lang-Worth AP
ESSEMER	WJLD 1942	1400 250	Johnston Bcstg. Co. P. O. Box 147 2300	MBS KBS Alabama	George Johnston, Jr., Pres. James E. Connolly, Asst. Mgr. Clay Coe, Coml. Mgr.	Joan Jetton, Prog. Dir. Jane Shaddix, Prom. Mgr. Maurice McKinney, Chief Engr.	Sears & Ayer World AP
BIRMINGHAM 3	WAPI 1922	1070 5,000	Voice of Alabama Inc. Protective Life Bldg. 3-8116	CBS	Ed. Norton, Ch. of Bd. Thad Holt, Pres., Gen. & Coml. Mgr. C. P. Persons, Jr., Natl. Sls. Mgr.	Maury Farrell, Prog. Dir. Lionel Baxter, Prom. Mgr. James L. Evans, Chief Engr.	Radio Sales World AP, UP
BIRMINGHAM 3	WBRC 1925	960 5,000	Birmingham Bcstg. Co. WBRC Building 4-7741	NBC	Eloise H. Hanna, Pres. Howell C. Cobb, Station Mgr. D. D. Campbell, Coml. Mgr.	Fox Lightfoot, Prog. Dir. John T. Orr, Prom. Mgr. G. P. Hamann, Chief Engr.	Raymer Capitol, Standard Lang-Worth INS
BIRMINGHAM 1	WKAX 1946	900 1,000-D	Courier Bcstg. Serv. Inc. 1710 6th Ave. N. 54-2541	......	Glenn V. Tingley, Pres. Ganus C. Scarborough, Gen. & Coml. Mgr. Wanda Houghton, Prog. Dir.	Maurice Jackson, Prom. Mgr. Stanley L. Hawkins, Chief Engr.	McGillvra Associated AP
BIRMINGHAM 2	WSGN 1927	610 5,000-LS 1,000-N	The Birmingham News Co. P.O. Box 2553 4-3434	ABC Alabama	Henry P. Johnston, Mngng. Dir. Julian A. Flint, Coml. Mgr. Eugene M. Plumstead, Prog. Dir.	Mary Frances Childers, Prom. Mgr. J. V. Sanderson, Chief Engr.	Headley-Reed AP
BIRMINGHAM	WTNB 1490 1946 250	CP-850 CP-5,000-LS 1,000-N	Thomas N. Beach & Roy M. Hofheinz 117½ N. 21st St. 4-4511	MBS	Thomas N. Beach, Pres. Evelyn S. Hicks, V.P. & Gen. Mgr. David L. Loveman, Asst. Mgr.	Joyce Smith, Prog. Dir. Florence Garney, Prom. Mgr. Frank Murphree, Chief Engr.	Taylor-Borroff SESAC, World AP
BIRMINGHAM 1	WVOK 1947	690 10,000-D	Voice of Dixie, Inc. Birmingham 6-2924	Alabama	Iralee W. Benns, Pres. & Gen. Mgr. Bill Brennan, Coml. & Prom. Mgr.	Margarett L. Cotten, Prog. Dir. W. J. Brennan, Chief Engr.	Capitol UP
BREWTON	WEBJ 1947	1240 250	Brewton Bsctg Co. Brewton 553	KBS Alabama	W. Emmett Brooks, Pres. & Gen. Mgr. Wm. E. Brooks, Jr., V. P. & Asst. Mgr.	J. M. Miller, Jr., Coml. Mgr. George Carr, Prog. Dir. Joseph L. Cobb, Chief Engr.	Friendenberg Cole, Lang-Worth SESAC AP
CLANTON	WKLF 1947	980 1,000-D	Southeastern Broadcasting Co. Clanton 449	KBS Alabama	Dr. J. Kelley Robinson, Pres. J. S. Robinson, Secy.-Treas. Robert B. Taber, Gen. Mgr.	Jesse Culp, Coml. Mgr. Lester Carter, Chief Engr.	World AP
CULLMAN	WKUL 1946	1340 250	Cullman Broadcasting Co. P.O. Box 211 864	KBS Alabama	H. H. Kinney, Pres. B. C. Eddins, Gen. Mgr.	Betty Lowery, Prog. Dir. B. C. Eddins, Chief Engr.	SESAC World AP
DECATUR	WHOS 1948	800 1,000-D	North Alabama Broadcasting Co. P.O. Box 1064 991	......	H. H. & D. T. Kinney, Partners Lon Waters, Acting Gen. Mgr. Bob Chrystie, Coml. Mgr.	Lon Waters, Prog. Dir. Wally Bresham, Prom. Mgr. Bob. Epstein, Chief Engr.	Clark Capitol UP
DECATUR	WMSL 1935	1400 250	Tenn. Valley Bcstg. Co. 511 Bank St. 802	MBS KBS N. Ala.	Melvin T. Hutson, Pres. & Gen. Mgr. J. V. Roser, Coml. Mgr. & Chief Engr.	Louis C. Blizzard, Prog. Dir.	SESAC World AP

ALABAMA (Continued)

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel		Representati Transc. Libr News Serv
DEMOPOLIS	WXAL 1947	1400 250	Demopolis Bctsg. Co. P.O. Box 261 400	MBS KBS Alabama	T. H. Gaillard Jr. W. M. Jordan Partners W. M. Jordan, Gen. & Prom. Mgr.	T H. Gaillard, Coml. Mgr. J. C. Cooper Jr., Prog. Dir. J. T. Larkin, Jr., Chief Engr.	World AP
DOTHAN	WAGF 1932	1320 1,000	Dothan Broadcasting Co. 204½ East Main St. 1430	MBS	Julian C. Smith, Gen. Mgr. Fred C. Moseley, Coml. Mgr.	Arthur Creamer, Prog. Dir. Williard Wilkes, Prom. Mgr. John T. Hubbard, Chief. Engr.	McGillvra World AP
DOTHAN	WDIG 1947	1450 250	Houston Broadcasters 107 E. Adams St. 2480	ABC Alabama	Jesse Swicegood, Pres., Gen. Mgr. & Coml. Mgr. Wayne Moseley, Prog. Dir.	Jesse Swicegood, Chief Eng.	Walker Lang-Wort UP
DOTHAN	**WOOF** 1948	**560** 1,000-D	Dowlander Broadcasting Co. 110 S. Foster St. 2520	KBS	R. A. Dowling Jr. & Owens F. Alexander, Co-Owners Owens F. Alexander, Gen. Mgr. & Prog. Dir.	R. A. Dowling Jr., Coml. Mgr. & Prom. Mgr. W. Bruce Joyner, Chief Engr.	Sears & A Capitol UP
ENTERPRISE	WIRB 1948	1230 250	The Wiregrass Broadcasting Co. 200 N. Main St.	......	R. A. Dowling Jr. & Owens F. Alexander—Partners		
EUFAULA	WULA 1948	1240 250	Alabama-Georgia Bcstrs. Inc. Dothan Road 745	Alabama	M. M. Moulthrop, Gen. Mgr. James T. Ownby, Coml. Mgr.	Hugh Chastain-Dige Bishop, Chief Engrs.	UP
FAYETTE	...... (Construction permit)	990 1,000-D	Bankhead Bcstg. Co. Inc. Care James E. Reese Jasper, Ala.	......	W. W. Bankhead, Owner		
FLORENCE 1	WJOI 1946	**1340** **250**	Florence Broadcasting Co. 850 S. Court Street 401	ABC Alabama	Joe T. Van Sandt, Pres & Gen. Mgr. Oscar D. Lewis, Coml. Mgr.	David E. Bigley, Prog. Dir. & Prom. Mgr. Pete Bingham, Chief Engr.	
FLORENCE 1	**WMFT** 1946	1240 250	Tri-Cities Broadcast Co. P.O. Box 477 42	KBS Alabama	Milton S. Kilen, Pres. Franklin L. Bush, Gen. Mgr. Evelyn R. Littlepage, Prog. Dir.	E. R. Cudabac, Prom. Mgr. Edwin R. Miller, Chief Engr.	Friendenbe Associated, World, AP
GADSDEN	**WGAD** 1946	1350 1,000	Coosa Valley Broadcasting Co. 817 Forrest Ave. 3880	MBS Alabama	E. L. Roberts, Pres. J. W. Buttram, Gen. & Coml. Mgr.	Frances Seale, Prog. Dir., Prom. Mgr. Col. J. C. Vessels, Chief Engr.	Cooke Thesaurus UP
GADSDEN	**WGNH** 1947	**1400** **250**	General Newspapers Inc. 2000 Chestnut St. 3860	ABC Alabama	Carmage Walls, Pres. Joel C. Robertson, Gen. Mgr.	Mary L. Collins, Prog. Dir. Joel C. Robertson, Prom. Mgr.	Burke, Ku & Mahon World INS
GADSDEN	WGWD 1947	570 1,000-D	G. W. Covington Jr. P. O. Box 128 1029		G. W. Covington Jr., Pres. Edwin H. Estes, Gen. Mgr.	Charles F. Pruitt, Prog. Dir. Calvin Williamson, Chief Engr.	Taylor-Borr Associated UP
GADSDEN	WJBY 1928	1240 250	Gadsden Broadcasting Co. Inc. 108 Broad St. 88		Bascom H. Hopson, Pres. Beatrice Tate Benton, Gen. Mgr. & Prog. Dir.	Sam A. Benton, Coml. Mgr. Glenn Nichols, Chief Engr.	Sears & Ay Lang-Worth AP
GREENVILLE	WGYV 1948	1400 250	Greenville Broadcasting Co.	Alabama	E. V. Stabler, Calvin Poole and S. W. Ferrel Jr., Partners		
HALEYVILLE	WJBB (Construction permit)	1230 250	Haleyville Bcstg. Co. P. O. Box 151		Roy Mayhall M. E. Buttram H. E. Ray Partners		
HUNTSVILLE	WBHP 1937	1230 250	W. H. Pollard 318 W. Clinton St. 313	MBS KBS N. Ala.	Wilton H. Pollard, Pres. Wm. G. Harris, Gen. Mgr., Prog. Dir., Chief Engr.	Mrs. W. G. Harris, Coml. Mgr. Glenn Slayton, Prom. Mgr.	UP
HUNTSVILLE	WFUN 1946	1450 250	Huntsville Broadcasting Co. 410 W. Holmes St. 2424	Alabama	John Garrison, J. B. Felt Jr., Principals John Garrison, Gen. Mgr., Prog. Dir, Chief Engr.	J. B. Felt Jr., Coml. Mgr. & Prom. Mgr.	Sears & Ay Lang-Worth AP
HUNTSVILLE	WHBS 1946	1490 250	The Huntsville Times Co. 207 W. Clinton St. 2345	ABC Alabama	Richard Warner, Gen. Mgr. Paul R. Bumgardner, Prog. Dir.	James V. Sanderson, Chief Engr.	Headley-Ree Thesaurus AP
JASPER	WWWB 1946	1240 250	Bankhead Bcstg Co. Inc. Bankhead-Long Bldg. 100	MBS KBS Alabama	Walter Will Bankhead, Pres. James E. Reese, Gen. Mgr. J. L. Sartain Jr., Coml. Mgr.	Chas. T. Metcalfe, Prog. Dir. Jim Miller 3d, Prom. Mgr. Wiley W. White, Chief Engr.	Friedenberg World AP
LANETT	WRLD	1490 250	(See West Point, Ga.)				
MOBILE	WABB 1948	1480 5,000	Mobile Press Register 304 Government St. 2-2633	MBS Alabama	R. B. Chandler, Pres. W. J. Hearin Jr., Exec. V.P. A. Louis Read, Gen. Mgr.	J. Anthony Leighton, Prog. Dir. Wm. H. Murphree, Chief Engr.	Taylor-Borr Associated, SESAC AP
MOBILE	**WALA** **1930**	**1410** **5,000**	Pape Broadcasting Co. 210 Government St. 3-3756	NBC Alabama	W. O. Pape, Pres. H. K. Martin, Gen. Mgr. Al Treadway, Coml. Mgr.	Al Holman, Prog. Dir. Lee Smallwood, Prom. Mgr. Raymond Hurley, Chief Engr.	Headley-Ree Standard AP
MOBILE	**WKAB** 1947	840 1,000-D	Pursley Bcstg. Service 354 St. Francis St. 2-4561	Alabama	C. L. & Louise P. Pursley, Partnership Louise P. Pursley, Gen. Mgr. Claude L. Pursley, Coml. Mgr.	John T. Jackson, Prog. Dir. H. Eugene Miller, Chief Engr.	Standard, SESAC Lang-Worth MacGregor INS
MOBILE	**WKRG** 1946	710 1,000-LS 250-N	Giddens & Rester Telegraph Rd. 2-6789	CBS	F. E. Busby, Gen. Mgr. John E. Waller, Coml. Mgr. Carl G. Haug, Prog. Dir.	Genevieve G. Spafford, Prom. Mgr. Richard M. Cole, Chief Engr.	Young Lang-Worth Standard AP

DIRECTORY OF STANDARD BROADCASTING STATIONS OF THE UNITED STATES

**—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. SH—Specified Hours. U—Unlimited. CP—Construction Permit Issued*
LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.
(Data corrected to December 6, 1948)

ALABAMA (Continued)

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel		Representatives Transc. Library News Service
OBILE	WMOB 1939	1230 250	Nunn Bcstg. Corp. 458 Government St. 2-4566	ABC	Gilmore N. Nunn, Pres. D. H. Long, Gen. Mgr. R. H. Moore, Coml. Mgr.	Adele Hull, Prog. Dir. Sanford Helt, Chief Engr.	Branham Capitol, World Thesaurus UP
ONTGOMERY 5	WAPX 1947	1600 1,000	United Broadcasting Co., Inc. All States Life Bldg. 3-7569	ABC	T. E. Martin, Pres. & Gen. Mgr. Hoke S. Williford, V. P. & Coml. Mgr.	Dave Manners, Prog. Dir. Owen Lehr, Chief Engr.	Walker Lang-Worth, SESAC UP
ONTGOMERY 2	WCOV 1939	1240 250	G. W. Covington Jr. Exchange Hotel 5781	CBS	G. W. Covington Jr., Owner & Mgr. E. J. Duke, Coml. Mgr.	Bill Stedman, Prog. Dir. W. D. Weatherly, Chief Engr.	Taylor-Borroff Associated UP
ONTGOMERY	WJJJ 1948	1170 10,000-LS 1,000-N	Southern Bcstg. Co. 115½ Commerce St. 3-4471	MBS Alabama	Joseph G. Mathews, Pres. John C. Hughes, Gen. Mgr. Herbert A. McLendon, Coml. Mgr.	E. Caldwell Stewart, Prog. Dir. Clyde C. Sellers, Prom. Mgr. A. Fred Wright, Chief Engr.	Weed Capitol INS
ONTGOMERY	WMGY 1946	800 1,000-D	Dixie Bcstg. Co. 2½ S. Perry St. 5245	Alabama	Dr. S. D. Suggs, Pres. Perry Elliott, Gen. Mgr. Eron Ingle, Coml. Mgr.	Frank Monteleone, Prog. Dir. & Prom. Mgr. John D. Lamar, Chief Engr.	Meeker World INS
ONTGOMERY 2	WSFA 1930	1440 1,000	Montgomery Broadcasting Co. Inc. P.O. Box 1031 8361	NBC	Howard E. Pill, Pres. & Prom. Mgr. David E. Dunn, Asst. to Pres. Wm. W. Hunt, Loc'l Sls. Mgr.	Lee Gooch, Mgr. Prog. Dept. C. I. Shelkofsky, Chief Engr.	Headley-Reed Cole, Standard Thesaurus AP
USCLE SHOALS	WLAY 1933	1450 250	Muscle Shoals Bcstg. Corp. E. Second Street Sheffield 1450	MBS KBS N. Ala.	Frank M. Farris Jr., Pres. Richard B. Biddle, Gen. Mgr. Eulus Whitehead, Coml. Mgr.	Charlie Welsh, Prog. Dir. Doryce G. Levi, Prom. Mgr. Lynn V. McMoran, Chief Engr.	Branham Standard UP
PELIKA	WJHO 1940	1400 250	Opelika-Auburn Bcstg. Co. 1400 Auburn Rd. 712	MBS KBS Alabama	F. Marion Hyatt, Gen. & Prom. Mgr. Harold Morris, Coml. Mgr.	Lowell Takles, Prog. Dir. James S. Farrier Jr., Chief Engr.	SESAC Standard UP
USSELLVILLE	...... (Construction permit)	920 1,000-D	Bankhead Bcstg. Co. Inc. Care James E. Reese Jasper, Ala.				
ELMA	WGWC 1946	1340 250	G. W. Covington Jr. N. Broad St. 2746	CBS	G. W. Covington Jr., Pres. Kyle G. Frazier, Gen. Mgr.	John Townsend, Chief Engr.	Taylor-Borroff Thesaurus UP
ELMA	WHBB 1935	1490 250	Selma Broadcasting Co. 209 Washington St. 1233	MBS Alabama	B. H. Hopson, Pres. Julien Smith Jr., Gen. & Coml. Mgr.	Julia Craig Miller, Prog. Dir. Cayce Jones, Prom. Mgr. T. F. Kelly Jr., Chief Engr.	Sears & Ayer
YLACAUGA	WFEB 1945	1340 250	Alabama Bcstg. Co. 527 N. Broadway 160	MBS	Robert P. Brett, Gen. & Coml. Mgr. M. J. Phillips, Prog. Dir.	Earl Kaiser, Chief Engr.	UP
YLACAUGA	WMLS 1948	1290 1,000-D	Marble City Bcstg. Co. Sylacauga 1220	......	James S. Stowers Jr., Pres. & Chief Engr. Curtis O. Liles, Gen. Mgr.	Henry J. Darden Jr., Coml. Mgr. Edward J. Smith, Prog. Dir.	Lang-Worth AP
ALLADEGA 5	WHTB 1945	1230 250	Voice of Talladega Inc. Goldberg & Lewis Bldg. 3733	MBS KBS Alabama	R. A. Davidson, Pres., Gen. & Coml. Mgr. Lillian S. Davidson, Prog. Dir.	Wm. Smith, Prom. Mgr. John L. Fisher, Chief Engr.	Standard AP
ROY	WTBF 1947	1490 250	Troy Broadcasting Corp. Troy 980	MBS KBS Alabama	J. Roy Crow, Pres. W. C. Needham, Gen. Mgr. J. L. Bruce, Coml. Mgr.	Jesse Jordan, Prog. Dir. Joe. W. Gilchrist, Chief Engr.	Continental World AP
USCALOOSA	WJRD 1936	1150 5,000-LS 1,000-N	James R. Doss Jr. First Natl. Bank Bldg. 4464	Alabama	James R. Doss Jr., Pres. & Gen. Mgr. Mrs. J. R. Doss Jr., Prog. Dir.	J. E. Reynolds, Prom. Mgr. Lee V. Rector, Chief Engr.	Walker Capitol, SESAC, World UP
USCALOOSA	WTBC 1946	1230 250	Tuscaloosa Broadcasting Co. City Hall Bldg. 5523	MBS KBS Alabama	Bert Bank, Gen. Mgr. Tom Forrester, Coml. Mgr.	Jeanne Hope, Prog. Dir., Prom. Mgr. T. H. Todd, Chief Engr.	Sears & Ayer Thesaurus AP

ARIZONA

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel		Representatives Transc. Library News Service
ISBEE	KSUN (See Lowell, Arizona)	1230 250					
OOLIDGE	KCKY 1948	1150 1,000	Gila Broadcasting Co. Roosevelt & Main 355	MBS	Lewis F. Long, Pres. Paul Merrill, Gen. Mgr. Pete C. Dillman, Coml. Mgr.	Wm. F. Parady, Prog. Dir. Joseph W. Sutton, Prom. Mgr. H. W. Fernyhough, Chief Engr.	Associated UP
OUGLAS	KAWT 1946	1450 250	Carleton W. Morris Box 1118 173	NBC Arizona Bcstg.	Carleton W. Morris, Owner John King, Gen. & Coml. Mgr.	Lee Boner, Prog. Dir. & Prom. Mgr. Justin Kilness, Chief Engr.	Raymer Associated AP, UP
LAGSTAFF	KWRZ 1947	1340 250	Grand Canyon Bcstg. Co. P.O. Box 519 899	Arizona Bcstg.	James L. Stapleton, Pres. Mark A. Sapp, Gen. Mgr. & Prog. Dir.	Hoyett L. Martin, Coml. Mgr. Jack F. Murphy Jr., Prom. Mgr. Harry L. Woodley, Chief Engr.	Blair Lang-Worth, World UP

DIRECTORY OF STANDARD BROADCASTING STATIONS OF THE UNITED STATES

**—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. SH—Specified Hours. U—Unlimited. CP—Construction Permit Issued. LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.*

(Data corrected to December 6, 1948)

ARIZONA (Continued)

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel		Representativ Transc. Library News Service
GLENDALE	KRUX 1947	1340 250	'Gene Burke Brophy 615 N. Central Ave. 2-2371	......	Gene Burke Brophy, Owner Pat Goolsby, Gen. & Coml. Mgr.	Ed Deforest, Prog. Dir. Marvin Edwards, Chief Engr.	Rambeau Standard AP, UP
GLOBE	KWJB 1938	1240 250	Gila Bcstg. Co. Inc. South Globe 41	NBC Arizona Bcstg.	Louis F. Long, Pres. Willard Shoecraft, Station Mgr. & Prog. Dir.	John D. Seater Jr., Coml. Mgr. Ted Thompson, Chief Engr.	Raymer Capitol Standard PN
KINGMAN	KGAN (Construction permit)	1230 250	J. James Glancy P. O. Box 871		J. James Glancy, Owner		
LOWELL .... **CP—BISBEE**	KSUN 1933	1230 250	Carleton W. Morris Drawer C, Lowell, Ariz. Bisbee 9	CBS Ariz. Net	Carleton W. Morris, Pres. Robert E. Spiros, Coml. Mgr.	J. Earl Hickman, Chief Engr.	Blair World UP
MESA	KTYL 1947	1490 250	Sun Valley Broadcasting Co. Inc. Chandler Rd. 903	KBS	Howard Roberts, Pres. Dwight Harkins, Gen. Mgr. Leonard Bradshaw, Coml. Mgr.	James Murdock, Prog. Dir. Wm. Harrison, Chief Engr.	Associated Standard UP
NOGALES	KNOG 1948	1340 250	Border Broadcasting Co., Inc. Rancho Grande Hotel 770	MBS Radio Arizona	Robert Marcus, Pres. Samuel Marcus, Gen. Mgr.	Clifford Baker, Chief Engr.	World UP
PHOENIX	KOOL 1947	960 5,000	Maricopa Broadcasters, Inc. Adams Hotel Bldg. 2-1748	MBS Radio Arizona	Gene Autrey, Pres. Chas. H. Garland, Gen. Mgr. Myles Reed, Coml. Mgr.	Victor Lundberg, Prog. Dir. Larry Jonas, Prom. Mgr. Selwyn Kirby, Chief Engr.	Hollingbery Lang-Worth MacGregor UP
PHOENIX	KOY 1922	550 5,000-LS 1,000-N	Salt River Valley Broadcasting Co. 836 N. Central Ave. 4-4144	CBS Ariz. Net	John L. Hogg, Pres. & Coml. Mgr. Albert D. Johnson, Gen. Mgr.	John R. Williams, Prog. Dir. Clifford R. Miller, Chief Engr.	Blair Associated World UP, TP
PHOENIX	KPHO 1940	1230 250	Phoenix Bcstg. Co. Inc. Adams Hotel 4-7367	ABC	Rex Schepp, Pres. & Gen. Mgr. Frank Orth, Coml. Mgr. Bill Reddick, Prog. Dir.	Dwight Greenwood, Prom. Mgr. Walter Kidwell, Chief Engr.	Taylor-Borro Lang-Worth INS
PHOENIX	KPSC (Construction permit)	1270 5,000	Sun Country Bcstg. Co. Security Bldg. 2-3471	......	J. R. Heath, Owner & Gen. Mgr.		
PHOENIX	KTAR 1922	620 5,000	KTAR Broadcasting Co. 711 Heard Bldg. 4-4161	NBC Arizona Bcstg.	John J. Louis, Chm. of Board Richard O. Lewis, Pres. & Gen. Mgr. E. W. (Bill) Harvey, Coml. Mgr.	J. Howard Pyle, Prog. Dir. J. E. (Brick) Miller, Asst. Coml. Mgr. A. C. Anderson, Chief Engr.	Raymer Thesaurus Standard Capitol AP
PRESCOTT	KYCA 1940	1490 250	Southwest Bcstg. Co. E. Gurley St. 2-4664	NBC Arizona Bcstg.	John J. Louis, Chief Owner Harold Ritter, Gen. & Coml. Mgr.	Roberta M. Pfister, Prog. Dir. Marsha Gates, Prom. Mgr. George Eitel, Chief Engr.	Raymer Standard Thesaurus AP
SAFFORD	KGLU 1938	1480 1,000	Gila Broadcasting Co. 1216 6th Ave. 15	NBC Arizona Bcstg.	L. F. Long, Pres. Paul Merrill, Gen. Mgr. Edward E. Furman, Coml. Mgr.	Lester McBride, Prog. Dir. Edward M. Sterling, Prom. Mgr. Herbert Hartman, Chief Engr.	Raymer World AP, UP, INS
TUCSON	KCNA 1945	1340 250	Catalina BroadcastingCo. Box 2348 2-4664	MBS Don Lee Radio Arizona	Erskine Caldwell, Pres. Wayne Sanders, Gen. & Coml. Mgr.	Ray Helgesen, Prog. Dir. & Prom. Mgr. William Karpisek, Chief Engr.	Hollingbery Lang-Worth AP
TUCSON	KOPO 1947	1450 250	Old Pueblo Broadcasting Co. 115 W. Drachman St. 1752	ABC	Harold Tovrea, Pres. Eugene S. Mittendorf, Gen. Mgr. Paul Plunkett, Coml. Mgr.	R. A. Williams, Prog. Dir. B. Anderson, Prom. Mgr. Verne Cimmiyotti, Chief Engr.	Griffith MacGregor AP
TUCSON	KTSC (Construction permit)	580 1,000	Sun Country Bcstg. Co. 628 N. Stone Ave. 1-337	......	J. R. Heath, Owner & Gen. Mgr.		
TUCSON	KTUC 1929	1400 250	Tucson Broadcasting Co. 900 E. Broadway 1400	CBS Ariz. Net.	Lee Little, Pres. & Gen. Mgr. George Bradley, Coml. Mgr. Gerry O'Brien, Prog. Dir.	Scott Henderson, Prom Mgr. Cliff Livingston, Chief Engr.	Blair Cole SESAC World UP
TUCSON	KVOA 1929	1290 1,000	Arizona Broadcasting Co. Inc. 48 E. Broadway 3703	NBC Arizona Bcstg.	R. B. Williams, Gen. Mgr. Ben L. Slack, Jr., Prog. Dir. Harper M. Phillips, Bus. Mgr.	Fred J. Gerletti, Prom. Mgr. Ray H. Holsclaw, Chief Engr.	Raymer Capitol Standard Thesaurus AP
TUCSON	(Construction permit)	1490 250	Thomas J. Wallace 134 N. Van Ness Ave. Los Angeles, Calif.	......	Thomas J. Wallace, Owner		
YUMA	KSOL (Construction permit)	1400 250	'Gene Burke Brophy 2214 N. Central Ave., Phoenix, Ariz.	......	Gene Burke Brophy, Owner		
YUMA	KYSC 1948	1190 1,000	Yumesa Broadcasting Co. 601 OrangeAve. (Temp.)	......	N. S. McCallum, Pres.		
YUMA	KYUM 1940	1240; CP-560 250; CP-1,000	Yuma Broadcasting Co. 1st St. & 19th Ave. 88	NBC Arizona Bcstg.	R. N. Campbell, Pres. Ray C. Smucker, Gen. Mgr. Roy Jorgensen, Coml. Mgr.	Paul Dawson, Prog. Dir. Don Metcalf, Prom. Mgr. Leavenworth Wheeler, Chief Engr.	Raymer Capitol Thesaurus AP, UP, INS

ARIZONA a BIG STATE

ILLINOIS
INDIANA
Evansville
Louisville
St. Louis
KENTUCKY
MISSOURI
Cairo
Nashville
TENNESSEE
ARKANSAS
Memphis
ALABAMA
MISSISSIPPI
Birmingham

. . . A RICH MARKET!

Per capita sales are now $830.00 against a national average of $685.00. In 1946 more than $800,000,000 were spent for goods and services. The 1947 total will exceed a $1,000,000,000. Arizona's largest network, the seven line-connected NBC stations of the Arizona Broadcasting System, is your surest approach to this buying power.

KTAR	PHOENIX	5000 Watts-620 KC ☆
KVOA	TUCSON	1000 Watts-1290 KC ☆
KYUM	YUMA	250 Watts-1240 KC ☆
KYCA	PRESCOTT	250 Watts-1490 KC ☆
KGLU	SAFFORD	1000 Watts-1480 KC ☆
KWJB	GLOBE-MIAMI	250 Watts-1240 KC ☆
KAWT	DOUGLAS-BISBEE	250 Watts-1450 KC ☆

KTAR
NBC
NBC
26th YEAR

KTAR

National Representative
Paul H. Raymer Company NEW YORK • CHICAGO • BOSTON • ATLANTA • DETROIT • SAN FRANCISCO • LOS ANGELES

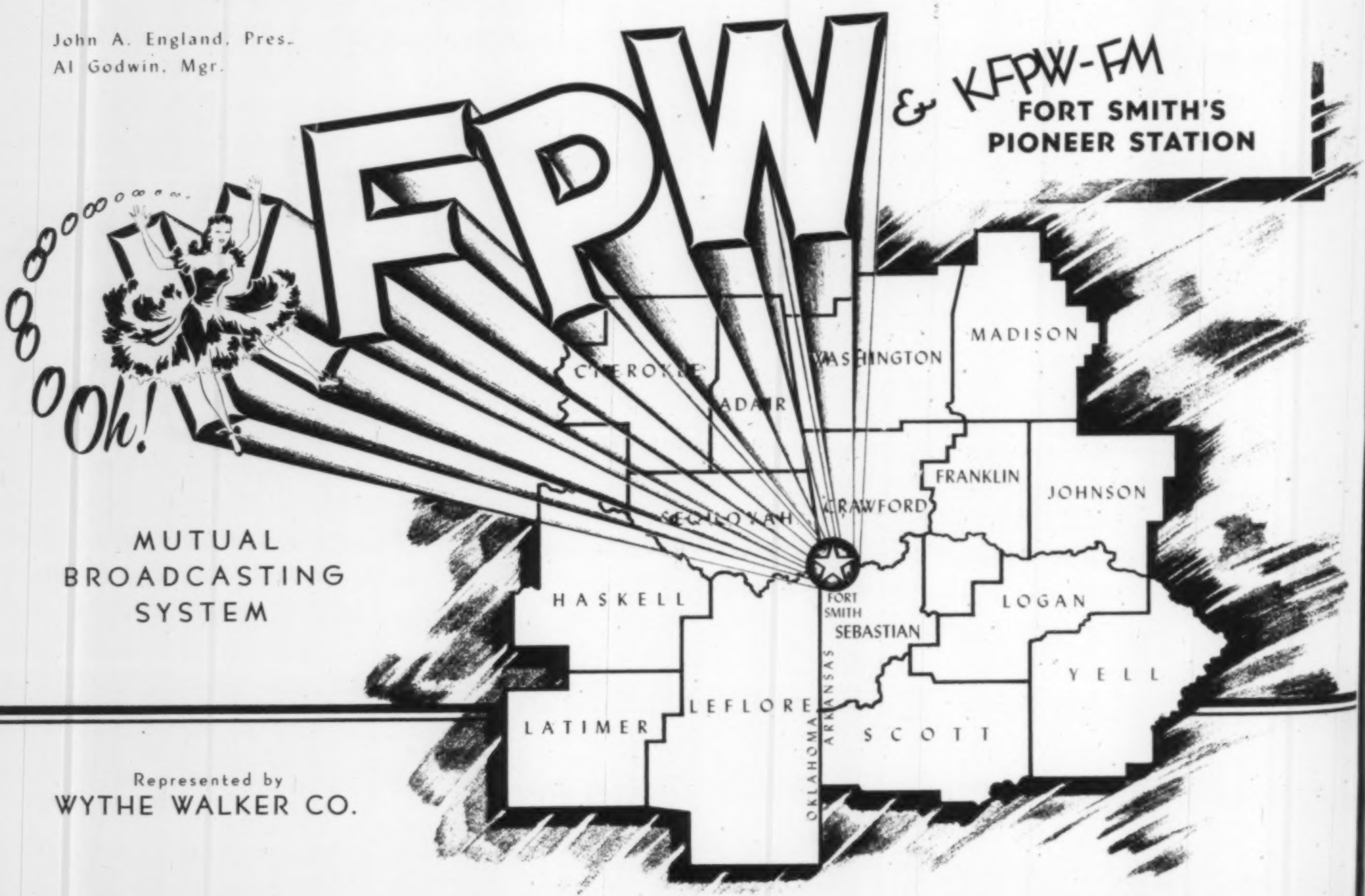
DIRECTORY OF STANDARD BROADCASTING STATIONS OF THE UNITED STATES

**—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. SH—Specified Hours. U—Unlimited. CP—Construction Permit Issued*
LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.
(Data corrected to December 6, 1948)

ARKANSAS

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel		Representatives Transc. Library News Service
ARKADELPHIA	KVRC 1947	1240 250	Cecil W. Oupp 506 Main St. 789	MBS	Cecil W. Cupp, Pres. John M. Moore, Gen., Coml. & Prom. Mgr.	Bill Deaton, Prog. Dir. E. H. Summers, Chief Engr.	World AP
BLYTHEVILLE	KLCN 1922	900 1,000-D	Harold L. Sudbury 2nd & Walnut Sts. 2093	......	Harold L. Sudbury, Owner & Gen. Mgr.	John Hamilton, Prog. Dir. Marion Skinner, Chief Engr.	Pearson Capitol Lang-Worth AP
CAMDEN	KAMD 1946	1450 250	Camden Radio Inc. S. California St. 6791	MBS KBS	Walter E. Hussman, Pres. David Crockett, Gen. Mgr. James Blaine, Coml. Mgr.	Paul Crawford, Prog. Dir. Callis Carter, Prom. Mgr. Dorris Hunter, Chief Engr.	AP
EL DORADO	KELD 1935	1400 250	Radio Enterprises Inc. Home Finance Bldg. 1313	ABC	W. N. McKinney, Pres. Leon M. Sipes, Gen., Coml. & Prom. Mgr.	Wilfred McKinney, Prg. Dir. John Long, Chief Engr.	Continental World AP
FAYETTEVILLE	KGRH 1946	1450 250	Fayetteville Broadcasting Co. 922 Leverett St. 862	MBS	Hayden McIlroy, Pres. Fred J. Stevenson, Gen. & Prom. Mgr.	Jeff Lynch, Coml. Mgr. Al Rowe, Prog. Dir. George Dotson, Chief Engr.	Burke, Kuipers & Mahoney Standard AP
FORREST CITY ..	KXJK (Construction	950 1,000-D permit)	Forrest City Bcstg. Co. P. O. Box 655	......	William B. Fogg, Pres.		
FORT SMITH	KFPW 1930	1400 250	Southwestern Hotel Co. Goldman Hotel 4106	MBS	John A. England, Pres. Al Goodwin, Gen. Mgr. Pat Garner, Station Mgr.	E. H. Patterson, Coml. Mgr. Willard Kunkel, Chief Engr.	Walker Cole, World UP, AP
FORT SMITH	KFSA 1946	950 1,000-LS 500-N	Southwestern Publishing Co. 920 Rogers St. 3126	ABC	Donald W. Reynolds, Pres. Karl Lambertz, Gen. Mgr.	Robert W. Platt Jr., Chief Engr.	Taylor-Borroff Lang-Worth UP
FORT SMITH	KRKN 1947	1230 250	Arkansas-Oklahoma Broadcasting Corp. Professional Bldg. 9168	......	C. B. Randall, Pres. R. G. Hines, Gen. Mgr. Bill Stapleton, Coml. Mgr.	Harvey Marsh, Prog. Dir. Pat H. Walton, Chief Engr.	Holman Standard, Thesaurus AP
FORT SMITH	KWHN 1947	1320 5,000	KWHN Broadcasting Co. Inc. 421 Garrison Ave. 8967	......	Allen Whiteside, Pres. Jimmy Jones, Coml. Mgr. Lou Martin, Prog. Dir.	Bruce Dennis, Chief Engr. H. S. Nakdemin, Secy. & Treas.	Pearson Associated Capitol AP

John A. England, Pres.
Al Godwin, Mgr.

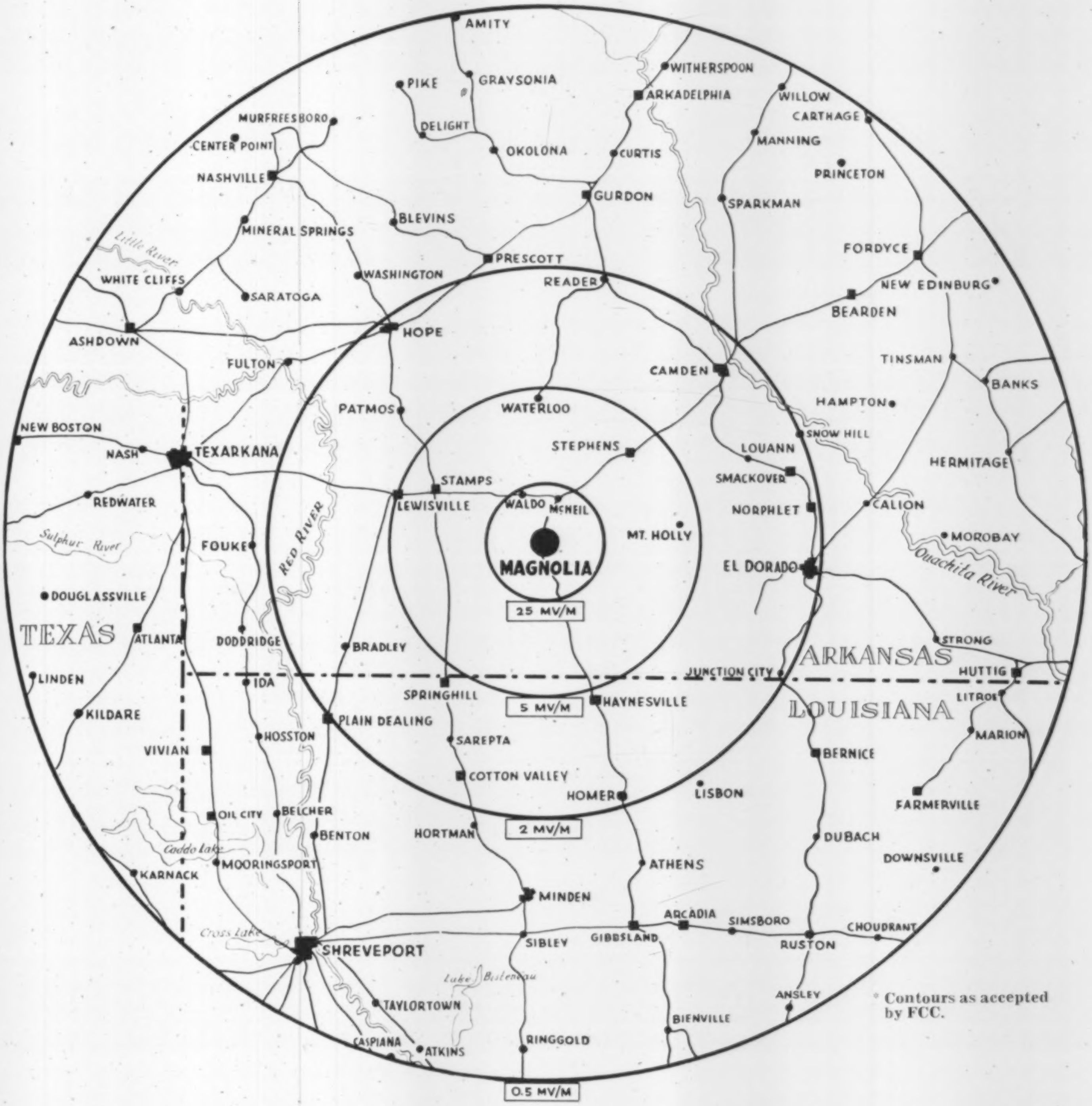


FORT SMITH'S PIONEER STATION

MUTUAL BROADCASTING SYSTEM

Represented by
WYTHE WALKER CO.

COMPLETE COVERAGE OF OIL-RICH ARK-LA-TEX*


AMITY
PIKE
GRAYSONIA
WITHERSPOON
ARKADELPHIA
WILLOW
CARTHAGE
MURFREESBORO
CENTER POINT
DELIGHT
OKOLONA
CURTIS
MANNING
PRINCETON
NASHVILLE
GURDON
SPARKMAN
MINERAL SPRINGS
BLEVINS
Little River
PRESCOTT
FORDYCE
WHITE CLIFFS
WASHINGTON
READER
NEW EDINBURG
SARATOGA
BEARDEN
ASHDOWN
HOPE
FULTON
CAMDEN
TINSMAN
BANKS
PATMOS
WATERLOO
HAMPTON
NEW BOSTON
SNOW HILL
STEPHENS
LOUANN
NASH
TEXARKANA
HERMITAGE
STAMPS
SMACKOVER
REDWATER
LEWISVILLE
WALDO
McNEIL
NORPHLET
CALION
RED RIVER
MT. HOLLY
Sulphur River
FOUKE
MOROBAY
MAGNOLIA
EL DORADO
Ouachita River
DOUGLASSVILLE
25 MV/M
TEXAS
ATLANTA
DODDRIDGE
BRADLEY
STRONG
ARKANSAS
LINDEN
JUNCTION CITY
HUTTIG
IDA
SPRINGHILL
HAYNESVILLE
LITROE
KILDARE
PLAIN DEALING
5 MV/M
LOUISIANA
MARION
HOSSTON
SAREPTA
VIVIAN
BERNICE
COTTON VALLEY
HOMER
LISBON
FARMERVILLE
OIL CITY
BELCHER
BENTON
HORTMAN
2 MV/M
Caddo Lake
DUBACH
MOORINGSPORT
ATHENS
DOWNSVILLE
KARNACK
MINDEN
ARCADIA
SIMSBORO
CHOUDRANT
Cross Lake
GIBBSLAND
SIBLEY
RUSTON
SHREVEPORT
Lake Bistenau
ANSLEY
TAYLORTOWN
BIENVILLE
CASPIANA
ATKINS
RINGGOLD
0.5 MV/M

* Contours as accepted by FCC.

KVMA

MAGNOLIA, ARKANSAS

1000 WATTS

630 KC

DIRECTORY OF STANDARD BROADCASTING STATIONS OF THE UNITED STATES

**—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. SH—Specified Hours. U—Unlimited. CP—Construction Permit Issued. LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.*

(Data corrected to December 6, 1948)

ARKANSAS (Continued)

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel		Representatives Transc. Library News Service
HARRISON	KHOZ 1946	**1240** **250**	Harrison Broadcasting Corp. Radio City Addition 840	MBS	Roy M. Milum, Pres. Robert S. Wheeler, Jr., Gen. & Coml. Mgr.	Jimmie Jobes, Prog. Dir. & Prom. Mgr. Don Causey, Chief Engr.	Burke, Kuipers & Mahoney SESAC, Standard UP
HELENA	KFFA 1941	1360 1,000	Helena Broadcasting Co. 215 York St. Main 59	MBS KBS	Sam W. Anderson, Pres. & Gen. Mgr. Ted Woods, Coml. Mgr.	Hugh Smith, Prog. Dir. Harry Webb, Prom. Mgr. A. P. Decker, Chief Engr.	Continental Lang-Worth AP
HOPE	KXAR 1947	1490 250	Hope Broadcasting Co. P.O. Box 398 508	MBS	A. H. Washburn, Pres. L. B. Tooley, Gen. Mgr. & Chief Engr. George Frazier, Prog. Dir.		Lang-Worth AP
HOT SPRINGS	KTHS 1924	1090 10,000-LS 1,000-N	Radio Broadcasting Inc. 135 Benton St. 1160	ABC	John D. Ewing, Pres. J. John Wolever, Gen. & Coml. Mgr. Jon F. Karber, Prog. Dir. & Prom. Mgr.	Cecil L. Suitt, Chief Engr.	Branham Lang-Worth UP
HOT SPRINGS	KWFC 1940	1340 250	Clyde E. Wilson 819½ Central Ave. 412	MBS KBS	Clyde Wilson, Owner Robert Choate, Gen. Mgr.	C. J. Dickson, Coml. Mgr. Tom Wilson, Chief Engr.	Sears & Ayer SESAC Standard AP
JONESBORO	KBTM 1930	1230 250	Regional Broadcasting Co. KBTM Bldg. 5597	MBS KBS	Jay P. Beard, Pres. & Gen. Mgr.		AP
LITTLE ROCK	KARK	920 5,000	Arkansas Radio & Equipment Co. Radio Center Bldg. LD-99	NBC South Central	T. H. Barton, Chm. of the Board G. E. Zimmerman, V. P. & Gen. Mgr. Julian F. Haas, Coml. Mgr.	Douglas J. Romine, Prog. Dir. A. C. Dowden, Publ. Dir. Dan L Winn, Chief Engr.	Petry Standard AP, UP

THE VOICE OF KING COTTON'S CAPITOL
BLYTHEVILLE

1922 • Arkansas' Oldest Broadcasting Station • 1949

BLYTHEVILLE, ARKANSAS
Cleared Channel Coverage of the Mid-Mississippi Valley on 900 KCS with 1000 W.

KLCN

From the home of the National Cotton Picking Contest KLCN commands the attention of over 1,500,000 people living in the most prosperous agricultural area in the world

They Listen to KLCN and KLCN-FM

BMB DAYTIME AUDIENCE MAP

KLCN has twenty six years of background in broadcasting from the same city to an audience of friends typically American as the Liberty Bell!

Terrific mail response and recent BMB reports prove that KLCN produces live - talent programs which cannot be duplicated by networks originating in different time zones and aimed at the whole United States.

Harold Sudbury, Gen. Manager - Represented Nationally by John E. Pearson Co.

ARKANSAS (Continued)

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel		Representatives Transc. Library News Service
ITTLE ROCK 1	KGHI 1927	1250 1,000-LS 500-N	KGHI Broadcasting Service 306 W. 3rd St. 9166	ABC	A. L. Chilton L. H. Chilton S. C. Vinsonhaler Partnership S. C. Vinsonhaler, Gen. Mgr.	Don Corbet, Cml. & Prom. Mgr. Ardella Bullard, Prog. Dir. Y. O. Van Dusen, Chief Engr.	Hollingbery
ITTLE ROCK	KLRA 1928	1010 10,000-LS 5,000-N	Arkansas Broadcasting Co. Gazette Bldg. 2-5427	CBS	J. N. Heiskell, Pres. W. C. Allsopp, Gen. Mgr. Ed V. Murphy, Station & Coml. Mgr.	Harris Owen, Prog. Dir. Kermit F. Tracy, Chief Engr.	Taylor-Borroff Lang-Worth Thesaurus AP, UP
ITTLE ROCK	KVLC 1948	1050 1,000-D	Southwestern Broadcasting Co. 527 Pyramit Bldg. 5-5321	......	A. Bensky, Pres. Leonard Coe, Gen. Mgr. Bob Harrison, Coml. Mgr.	David Donovan, Prog. Dir. Clovis Copeland, Prom. Mgr. O. E. Kelly, Chief Engr.	Forjoe World UP
AGNOLIA	KVMA 1948	630 1,000-D	Magnolia Broadcasting Co. McKay Bldg.	......	J. Rushton, Pres. Dr. J. H. & Leon J. Wilson, V.P's.	Lewis Byrne, Gen. Mgr. Bill Humbert, Coml. Mgr.	
ORTH LITTLE ROCK	KXLR 1945	1450 250	Arkansas Airwaves Co. Cotton Belt Bldg. 2-2155	MBS	John F. Wells, Pres. & Gen. Mgr.		Burke, Kuipers & Mahoney Capitol, Standard
ARAGOULD	KDRS 1947	1490 250	Progressive Bcstg. Co. P.O. Box 491 627	KBS	Ted Rand, Gen. Mgr. T. M. Self, Bus. Mgr.	Ray Dexter, Prog. Dir. J. E. Douglas, Chief Engr.	Continental Standard AP
INE BLUFF	KCLA 1947	1400 250	Radio Engineering Service 2900 W. 28th Ave. 1900	......	Kenneth Kesterson & Charles Penix, Partners Kenneth Kesterson, Gen. Mgr. & Prog. Dir.	Clyde Martin Sr., Coml. Mgr. Charles Penix, Chief Engr.	World AP
INE BLUFF	KOTN 1934	1490 250	Universal Bcstg. Corp. 505½ Main St. 721	MBS KBS	B. J. Parrish, Pres. & Gen. Mgr. Joe L. Wallace, Coml. Mgr. Lois Sloan, Prog. Dir.	R. W. Etter, Prom. Mgr. Everett Pearcy, Chief Engr.	Thesaurus Cole AP
USSELLVILLE	KXRJ 1946	1490 250	The Valley Broadcasters Russellville, Ark. 299	MBS KBS	Jerrell A. Shepherd, Pres. Randall L. McCarrell, Coml. Mgr.	James Lipsey, Prog. Dir. William Sneed, Chief Engr.	Capitol AP
ILOAM SPRINGS	KUOA 1923	1290 5,000-D	KUOA Inc. Siloam Springs 77	MBS KBS	John E. Brown, Pres. Storm Whaley, Gen. Mgr. Clinton Fowler, Asst. Mgr.	Ralph Kennedy, Prog. Dir. Cecil E. Smith, Tech. Dir.	Rural Radio SESAC World UP
PRINGDALE	KBRS (Construction permit)	1340 250	Southwestern Publishing Co. 920 Rogers Ave. Fort Smith, Ark.		Donald W. Reynolds, Owner		
TUTTGART	KWAK 1948	1240 250	Stuttgart Broadcasting Corp. P.O. Box 271 842	MBS	Beloit Taylor, Pres. Melvin P. Spann, Gen. Mgr. Skip Landen, Coml. Mgr.	Carroll Lee, Prog. Dir. June Spann, Prom. Mgr. Jack Warden, Chief Engr.	Burke, Kuipers & Mahoney Capitol UP
WEST MEMPHIS	KWEM 1947	990 1,000-D	West Memphis Bcstg. Corp. West Memphis 8-0518	......	J. C. Johnson, Pres. Vernon L. Dillaplain, Gen. Mgr.	Roger S. Davision, Coml. Mgr. & Prog. Dir. E. T. Beck, Chief Engr.	Burke, Kuipers & Mahoney Capitol, Lang-Worth UP

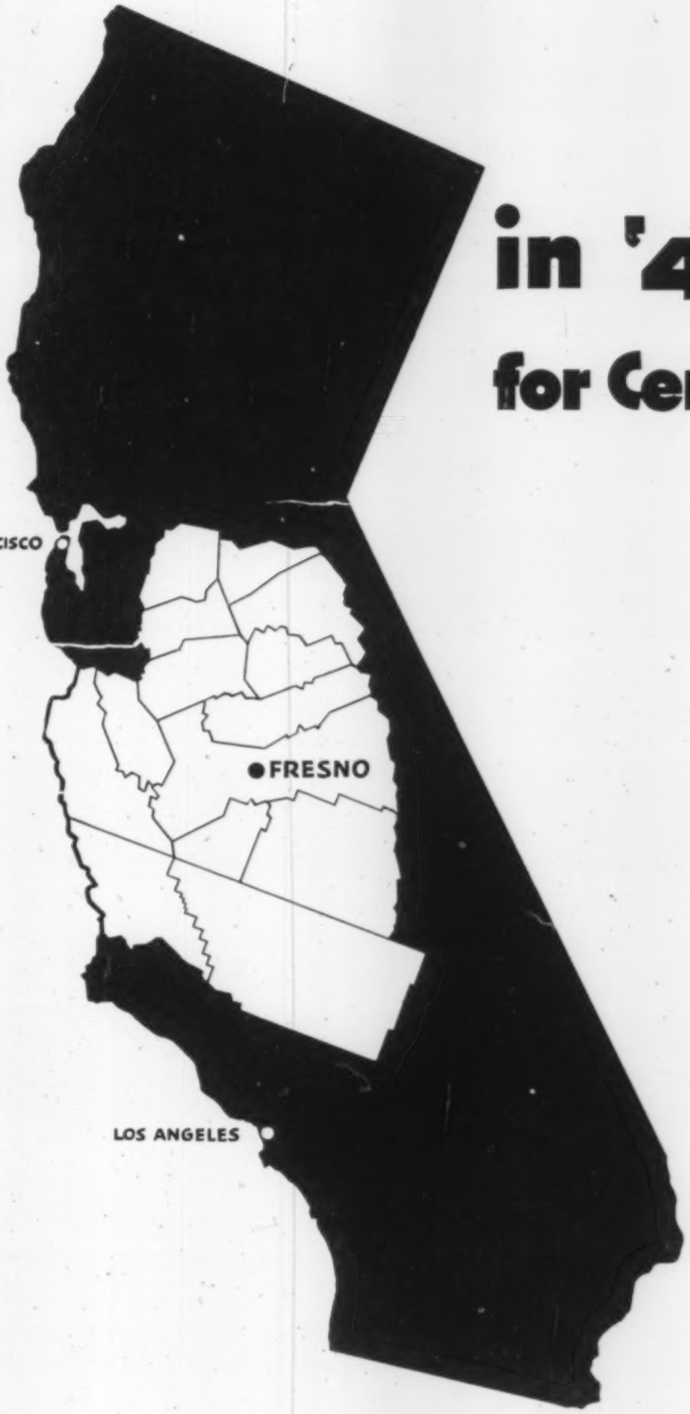
CALIFORNIA

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel		Representatives Transc. Library News Service
BAKERSFIELD	KAFY 1946	1490 250	Bakersfield Bcstg. Co. 2013 Chester Ave. 8-8700	MBS Don Lee	George Crome, Pres. Sheldon Anderson, Gen. Mgr. Frank Wilbur, Station Mgr.	Art Brock, Prog. Dir. Ted Froming, Chief Engr.	Western Radio, Pearson Lang-Worth UP
BAKERSFIELD	KERN 1932	1410 1,000	McClatchy Bcstg. Co. Elks Bldg. 8-8431	CBS	Eleanor McClatchy, Pres. Walter Baziuk, Acting Mgr. Clinton Johnson, Coml. Mgr.	Ramsey Elliott, Prog. Dir. & Prom. Mgr. Luverne Shatto, Chief Engr.	Raymer World AP, UP, INS
BAKERSFIELD	KERO 1946	1230 250	Paul R. Bartlett 1420 Truxtun Ave. 44548	NBC	Paul R. Bartlett, Owner Gene De Young, Mgr. Hugh Gordon, Coml. Mgr.	Warren Mead,-Prog. Dir. Rose Mary Noble, Prom. Mgr. Alfred H. Horton, Chief Engr.	Avery-Knodel Standard Capitol UP
BAKERSFIELD	KPMC 1934	1560 1,000	Pioneer Mercantile Co. 307 E. 21st St. 8-8157	ABC	F. G. R. Schamblin, Pres. L. A. Schamblin, Gen. Mgr. C. C. Sturm, Coml. Mgr.	E. A. Mason, Prom. Mgr. L. P. Jarvis, Chief Engr.	Grant Associated Thesaurus AP, UP
BANNING	KPAS 1946	1490 250	Pass Broadcasting Co. 4425 W. Ramsey St. 515	......	John Phillips, Pres. Carl Phillips, Gen. & Coml. Mgr.	Carleton E. Anderson, Prog. Dir. John Lockhart, Prom. Mgr. Frank Dunn, Chief Engr.	Cooke Gene Grant World AP
BARSTOW 1	KWTC 1947	1230 250	Mojave Valley Broadcasters Inc. Radio Center 4001	......	W. T. Brown, Pres. & Coml. & Prom. Mgr. B. C. Boatright, Gen. Mgr. & Chief Engr.	R. E. Reno, Prog. Dir.	Cooke Gene Grant World UP
BERKELEY 2	KRE 1923	1400 250	Central Calif. Broadcasters Inc. 601 Ashby Ave. Ashberry 3-7715	......	Arthur Westlund, Pres. & Gen. Mgr. Don Hambly, Coml. Mgr.	Les Avery, Prog. Dir. David Fields, Chief Engr.	Standard AP
BLYTHE	KUCB 1948	1450 250	Broadcasting Corp of America P.O. Box 578 4341	KBS Calif. Rural	W. L. Gleason, Pres. & Gen. Mgr. Robert A. Wareham, Sta. Mgr. Roy Sinor, Coml. Mgr.	R. F. Van Wickle, Prog. Dir. Stan Reynolds, Chief Engr.	Pearson MacGregor SESAC World Associated AP

**—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. SH—Specified Hours. U—Unlimited. CP—Construction Permit Issued*
LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.
(Data corrected to December 6, 1948)

CALIFORNIA (Continued)

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel		Representatives Transc. Library News Service
BRAWLEY	KROP 1946	1300 1,000-LS 500-N	Broadcasting Corp. of **America** 3401 Russell St. 6290	ABC KBS Calif. Rural	W. L. Gleeson, Pres. & Gen. Mgr. Gene Williams, Coml. Mgr.	Forrest Wallace, Prog. Dir. Stan Reynolds, Chief Engr.	Pearson World MacGregor AP
BURBANK	KWIK 1946	1490 250	Burbank Broadcasters Inc. 20 Burbank Blvd. Charleston 0-2111	......	James H. Furns, Pres. George H. Bowles, Gen. Mgr. Wm. J. Handelsman, V. P. in charge of sales.	Jim Strain, Coml. Mgr. Orville Anderson, Prog. Dir. Dene Moore & Garry Goodwin, Prom. Mgrs. Eugene L. Mleczko, Chief Engr.	Standard Land-Worth UP
CALEXICO	KICO 1947	1490 250	Charles R. Love P.O. Box 786 918	......	Charles R. Love, Owner & Gen. Mgr.		Continental
CHICO	KHSL 1935	1290 1,000 CP-5,000	Golden Empire Broadcasting Co. 4th and Broadway Sts. 237	MBS Don Lee	Hugh McClung Sr., Pres. M. F. Woodling, Gen. Mgr. J. A. Pero, Coml. Mgr.	Thomas Nelson, Prog. Dir. Russell B. Pope, Chief Engr.	Grant World UP
CHICO	KXOC (Construction permit)	1150 1,000	Sacramento Brdcstrs., Inc. 1617 30th St. Sacramento, Cal.	......	Lincoln Dellar, Pres.		
COALINGA	KCOI (Construction permit)	1470 500-D	D. O. Kinnie 614 E. Main St. Sacramento, Cal.	......	D. O. Kinnie, Owner		
CORONA	KBUC 1946	1370 500	American Pacific Radio Bcstg. Co. 117 W. 7th St. 1370	......	John G. Bucknum, Pres., Station Mgr. & Prog. Dir. Homer Hogan, Bus. & Prom. Mgr.	F. M. Johnson, Chief Engr.	MacGregor Lang-Worth UP
DINUBA	KRDU 1947	1130 250-D	Radio Dinuba Co. 110 North L St. 500	......	Egon Hofer, Pres. & Gen. Mgr. Harold Sparks, Coml. Mgr.	Dick Gifford, Prog. Dir. Troy Banks, Chief Engr.	Lang-Worth AP
EL CENTRO	KXO 1927	1230 250	Valradio Inc. P. O. Box 140 El Centro 1100	MBS Don Lee	Paul A. Jenkins, Pres. Doyle J. Osman, V. P. & Gen. Mgr. Belle Hovey, Coml. Mgr.	Bill Chaney, Prog. Dir. Bob Smith, Prom. Mgr. Jim Coin, Chief Engr.	Raymer Standard UP
EUREKA	KHUM 1947	1240 250	Carroll R. Hauser Vance Hotel 3900	ABC	Carroll R. Hauser, Pres. & Gen. & Coml. Mgr. Frank Robinson Brown, Prog. Dir. & Prom. Mgr.	Edward P. Strople, Chief Engr.	Grant Capitol AP
EUREKA	KIEM 1933	1480 1,000	Redwood Broadcasting Co. Inc. Radio Center E. at Sixth 4000	MBS Don Lee	Wm. B. Smullin, Pres. & Gen Mgr. Don Telford, Coml. Mgr. Charles Paul Corbin, Prog. Dir.	Robert Stach, Prom. Mgr. Alvor Olson, Chief Engr.	Blair World Standard UP, INS
FORT BRAGG	KDAC 1948	1230 250	Mendocino Coast Broadcasting Co. 2100 East Oak St. 822	......	Edward Mertle } Partners T. R. Amarante }	T. R. Amarante, Gen. Mgr. Arvo Haapanen, Chief Engr	Forjoe World, Capitol AP
FRESNO 1	KARM 1938	1430 5,000	KARM, The George Harm Station 1333 Van Ness Ave. 4-2966	CBS	Hattie Harm, Pres. Clyde F. Coombs, Gen. Mgr. John Garrick, Prog. Dir.	Eldora Roth, Prom. Mgr. Elbert Dean, Chief Engr.	Petry Standard AP, INS
FRESNO	KBNO 1948	1600 1,000-D	Baker Broadcasting Co. 1121 N. Fruit Ave.	......	John L. Baker, Peter K. Onnigian, Dr. George F. Baker, J. Schiffer, Harry Haratunian—Partners	Chas. P. Scott, Mgr.	UP
FRESNO	KFRE 1942	1340; CP-940 250; 50,000	J. E. Rodman Patterson Bldg. 4-5001	ABC	J. E. Rodman, Pres. Paul R. Bartlett, Gen. & Coml. Mgr.	Ed J. Frech, Prog. Dir. Marian Ruane, Prom. Mgr. Keith L. Mealey, Chief Engr.	Avery-Knodel Capitol Associated World UP
FRESNO 22	KMJ 1922	580 5,000	McClatchy Broadcasting Co. 1559 Van Ness Ave. 3-6277	NBC	Eleanor McClatchy, Pres. Hal Brown, Mgr. Coyle Chambers, Coml. Mgr.	Andrew Patterson, Traffic Mgr. Jack Griffith, Prom. Mgr. William N. Wallace, Chief Engr.	Raymer Thesaurus AP, UP
FRESNO	KTKC 1937	940 50,000	(In process of consolidation with KFRE Fresno)				
FRESNO	KYNO 1947	1300 1,000	The Voice of Fresno Hotel Fresno 2-6141	MBS Don Lee	Robert Schuler, Pres. Gene Chenault, Gen. Mgr.	Warren Tufts, Prog. Dir. Bert Williamson, Chief Engr.	Pearson, Western Radio Lang-Worth UP
GLENDALE 6	KIEV 1932	870 250-D	Cannon System Ltd. 102 N. Glendale Chapman 5-2388	......	David H. Cannon, Pres. Cal Cannon, Gen. Mgr.	Vern Schuman, Chief Engr.	Standard UP
GRASS VALLEY	KGFN 1947	1400 250	'49er Broadcasting Co. P.O. Box 924 1400	KBS	W. H. Westbrook, Pres. Robert Allene, Gen. Coml. Mgr. & Prog. Dir.	Victor Tamietti, Prom. Mgr. James R. Johnson Jr., Chief Engr.	Standard AP
HANFORD	KNGS 1948	620 1,000	Hanford Publishing Co. P. O. Box 620 620	......	Stanley S. Beaubaire, Pres. Don C. Reeves, Gen. Mgr. Don C. Robbins, Coml. Mgr.	Elmore C. Balthis, Prog. Dir. J. H. Sole, Chief Engr.	Grant Associated World UP, INS
INDIO	KREO 1946	1400 250	Broadcasting Corp. of **America** Calhoun Drive Indio 7403	KBS Calif. Rural	W. L. Gleeson, Pres. & Gen. Mgr. Gene Williams, Coml. Mgr.	Forrest Wallace, Prog. Dir. Stanley Reynolds, Chief Engr.	Pearson World MacGregor AP



in '49 it's 50 for Central California

More than a million people, over a billion dollars in retail sales. That's the big, lucrative Central California market you'll cover on KFRE come February, 1949.

And you'll cover it like a blanket with 50,000 watts at 940 kc.

More than a million—over a billion. It's a sweet story. Ask:

Avery-Knodel, INC.
RADIO STATION REPRESENTATIVE

KFRE
FRESNO'S FIFTY

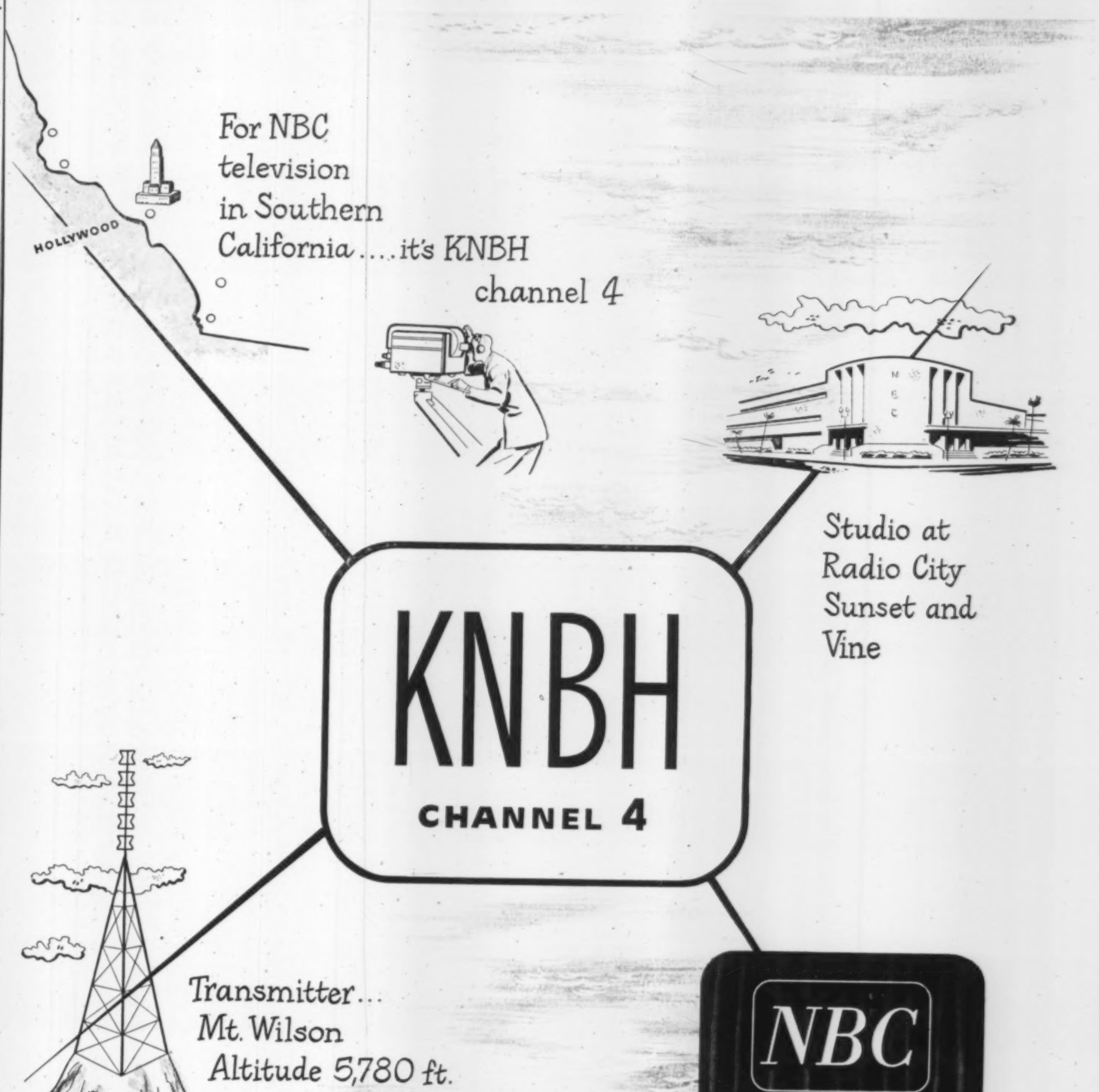
50,000 WATTS, 940 KILOCYCLES

**—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. SH—Specified Hours. U—Unlimited. CP—Construction Permit Issued.*
LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.
(Data corrected to December 6, 1948)

CALIFORNIA (Continued)

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel		Representatives Transc. Library News Service
LODI	KCVR 1945	1570 1,000-D	Central Valley Radio P.O. Box 600 1700	KBS	Herbert W. & David A. Brown, Owners Herbert W. Brown, Gen. Coml. & Prom. Mgr.	David A. Brown, Asst. Mgr. William C. Bauer, Chief Engr.	Standard UP
LONG BEACH 13 ...	KFOX 1924	1280 1,000	Nichols & Warinner Inc. 220 East Anaheim 672-81	......	Hal G. Nichols, Pres. & Gen. Mgr.	Lawrence W. McDowell, Coml. Mgr. & Chief Engr.	Burn-Smith Lang-Worth Standard, Cole UP
LONG BEACH 2	KGER 1926	1390 5,000	Consolidated Broadcasting Corp. Ltd. 435 Pine Ave. 727-85	......	Earl Rutledge, Sales Mgr.	Luther Crumbaugh, Chief Engr.	McGillvra Associated, Lang-Worth World, AP
LOS ANGELES....... **(Hollywood 28)**	KECA 1929	790 5,000	American Broadcasting Co. Inc. 6363 Sunset Blvd. Hudson 2-3141	ABC	Mark Woods (ABC), Pres. Clyde Scott, Gen. Mgr. Frank Samuels, Coml. Mgr.	R. W. Hunter, Prog. Dir. Jack O'Mara, Prom. Mgr. P. G. Caldwell, Chief Engr.	ABC Spot Lang-Worth Thesaurus AP, UP, INS
LOS ANGELES 5	KFAC 1922	1330 5,000	Los Angeles Broadcasting Co. Inc. 645 So. Mariposa Ave. Fitzroy 1231	......	E. L. Cord, Owner Calvin J. Smith, Pres. & Gen. & Coml. Mgr.	Carlyle Stevens, Prog. Dir. Ron Oakley, Chief Engr.	Grant Associated UP
LOS ANGELES 4	KFI 1922	640 50,000	Earle C. Anthony, Inc. 141 N. Vermont Ave. Fairfax 2121	NBC	Earle C. Anthony, Pres. W. B. Ryan, Gen. Mgr. Kevin B. Sweeney, Coml. & Prom. Mgr.	Haan J. Tyler, Prog. Dir. H. L. Blatterman & Curtis Mason, Chief Engrs.	Petry World, Capitol Associated AP, UP
LOS ANGELES 26 ...	*KFSG 1923	1150 2,500-LS 1,000-N ST-KRKD	Echo Park Evangelistic Assn. 1100 Glendale Blvd. Exposition 1141	......	Dr. Rolf K. McPherson, Pres. & Gen. Mgr.	Jack Carmain, Prog. Dir. C. Harvey Haas, Chief Engr.	
LOS ANGELES 5	KFVD 1936	1020 5,000 L-KDKA	Standard Broadcasting Co. 338 S. Western Ave. Fairfax 6361	Calif. Rural	Frank Burke, Jr., Pres. & Gen. Mgr. Harry H. Patterson, Coml. & Prom. Mgr.	Carl Brewster, Prog. Dir. Leonard Reeves, Chief Engr.	Cooke, Gene Grant Lang-Worth Cole UP

KLAC
KLAC-TV
LOS ANGELES
2 great Stations
Serving 2 great Markets
KYA
SAN FRANCISCO
National Representative: ADAM J. YOUNG, Jr., Inc.
New York & Chicago



For NBC
television
in Southern
California....it's KNBH
channel 4

Studio at
Radio City
Sunset and
Vine

KNBH
CHANNEL 4

Transmitter...
Mt. Wilson
Altitude 5,780 ft.

NBC
Television

Represented
by NBC Sales

DIRECTORY OF STANDARD BROADCASTING STATIONS OF THE UNITED STATES

**—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. SH—Specified Hours. U—Unlimited. CP—Construction Permit Issued*
LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.
(Data corrected to December 6, 1948)

CALIFORNIA (Continued)

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel		Representati Transc. Libra News Servic
LOS ANGELES .... **(Hollywood 28)**	KFWB 1925	980 5,000	Warner Bros. Bcstg. Corp. 5833 Fernwood Ave. Hempstead 5151	......	J. L. Warner, Pres. Harry Maizlish, Gen. Mgr. Berne W. Wilkins, Coml. Mgr.	Thomas Freebairn-Smith, Prog. Dir. Gene Gach, Prom. Mgr. Harry Myers, Chief Engr.	Rambeau SESAC AP, UP, INS
LOS ANGELES ...... **(Hollywood 28)**	KGFJ 1926	1230 250	Ben S. McGlashan 6314 Sunset Blvd. Hillside 0201	......	Ben S. McGlashan, Owner Thelma Kirchner, Gen. Mgr. James Strain, Coml. Mgr.	Elmitt Eastcott, Prog. Dir. Homer Obuchon, Chief Engr.	Associated UP
LOS ANGELES 28 ...	KHJ 1922	930 5,000	Don Lee Bcstg. System 1313 N. Vine St. Hudson 2-2133	MBS Don Lee	Lewis Allen Weiss, Pres. & Gen. Mgr. Sydney Gaynor, Coml. Mgr. Henry Gerstenkorn, Asst. Coml. Mgr.	Charles Bulotti, Prog. Dir. Mark Finley, Prom. Mgr. Walter Carruthers, Chief Engr.	Blair AP, INS
LOS ANGELES....... **(Hollywood 38)**	KLAC 1924	570 5,000-LS 1,000-N	**KMTR Radio Corp.** **1000 Cahuenga Blvd.** **Hillside 1161**	......	Don J. Fedderson, Exec. V. P. & Gen. Mgr. Dave Lundy, Gen. Sales Mgr.	Fred Henry Asst. Mgr. & Prog. Dir. Paul C. Schulz, Chief Engr.	Young Capitol AP, UP
LOS ANGELES 28 ...	KMPC 1927	710 5,000-LS 10,000-N CP-50,000-U	**Station of the Stars** Inc. **5939 Sunset Blvd.** **Hollywood 5341**	......	G. A. Richards, Owner Frank E. Mullen, Pres. Robert O. Reynolds, Gen. Mgr. Mike Watson, Prom. Mgr.	Herbert H. Wixson, Coml. Mgr. & Prog. Dir. John Baird, Prog. Spvsr. Lloyd Sigmon, Chief Engr.	Raymer Lang-Worth World AP, UP, INS
LOS ANGELES 28 ...	KNX 1924	1070 50,000	**Columbia Broadcasting System Inc.** 6121 Sunset Blvd. **Hollywood 1212**	CBS	Frank Stanton (CBS) Pres. Donald W. Thornburgh, V. P. & Gen. Mgr. Wayne Steffner, Coml. Mgr.	Hal Hudson, Prog. Dir. George Allen, Prog. Dir., CBS Pacific Network Ralph Taylor, Prom. Mgr. Lester Bowman, Chief Engr.	Radio Sales Lang-Worth AP, UP
LOS ANGELES 13 ...	KRKD 1927	1150 5,000-LS 1000-N ST-KFSG	**Radio Broadcasters** Inc. 541 S. **Spring St.** Tucker 7111	......	Ned Connor, Gen. & Coml. Mgr. Venna Taylor, Prog. Dir.	Willis O. Freitag, Chief Engr.	Associated SESAC INS
MARYSVILLE	KMYC 1940	**1450** **250**	Marysville-Yuba Bctrs. Inc. P.O. Box 631 2080	**MBS** **Don Lee**	Horace E. Thomas, Pres. Joe D. Carroll, Gen. & Coml. Mgr.	William R. Cleveland, Prog. Dir. A. J. Powell Jr., Prom. Mgr. Lloyd McQueary, Chief Engr.	Grant World UP
MERCED	KYOS 1936	1490; CP 1480 250; CP 5000	Merced Broadcasting **Co.** P.O. Box 717 **1430**	**MBS** **Don Lee**	Hugh McClung, Pres. & Gen. Mgr. Charles H. Kinsley Jr., Station Mgr.	A. J. Krisik, Coml. Mgr. Rebecca Krisik, Prog. Dir. Clare Coffman, Prom. Mgr. Russell Pope, Chief Engr.	Grant World UP
MODESTO	KTRB 1933	860 1,000 CP-5000-LS 1,000-N	KTRB Broadcasting Co. P.O. Box 593 774	......	William H. Bates Jr., Pres., Gen. Mgr. & Chief Engr. James VanParks, Coml. & Prom. Mgr.	Gene D'Accardo, Prog. Dir.	Grant Standard World Lang-Worth Cole, UP, IN
MONTEREY	**KDON** **1935**	1240 250	Monterey Peninsula Bcstg. Co. 468 Calle Principal 8501	......	Paul H. Caswell, Pres. Reed Pollock, Gen. & Prom. Mgr. George Ross, Coml. Mgr.	Ford Warner, Prog. Dir. Omer N. Wright, Chief Engr.	Associated Thesaurus Cole, World UP
MOUNT SHASTA	KWSD 1947	1340 250	Shasta Cascade Broadcasting Corp. East Alma St. 101	......	Arthur Adler, Gen. & Coml. Mgr. Iola Huntingdon, Prog. Dir.	John Pennington, Prom. Mgr. David H. Rees, Station Mgr. & Chief Engr.	Griffith Friedenberg Capitol Standard, A
NAPA	**KVON** **1947**	1440 500	Napa Broadcasting Co. Foster Rd. 2606	......	Elwyn Quinn, Gen. Mgr. Ed. Letson, Station Mgr. Edgar Cameron, Coml. Mgr.	Howard Gordon, Prog. Dir. Herbert Van Derbek, Chief Engr.	Forjoe Associated World, AP
NEEDLES	KSFE 1948	1340 250	Oscar D. Shelley Needles 1260	California Rural	Oscar D. Shelley & F. Kenyon Reed, Owners & Co-mgrs.		World INS
OAKLAND 4	**KLX** 1922	910 1,000	Tribune Building **Co.** Tribune Tower Glencourt 1-0660	......	J. R. Knowland Jr., Pres. Glenn Shaw, Gen. Mgr. Jerry Morton, Prog. Dir.	Howard Luck Gossage, Prom. Mgr. Roswell S. Smith, Chief Engr.	World Capitol AP
OAKLAND 12	KROW 1925	960 1,000 CP-5,000	KROW Inc. **464 19th St.** Twinoaks 3-9600	......	Sheldon F. Sackett, Pres. Wilton Gunzendorfer, Gen. & Coml. Mgr.	Russ Coughlan, Prog. Dir. Mercedes Prosser, Prom. Mgr. & Publ. Dir. C. E. Downey, Chief Engr.	Standard UP
OAKLAND 12	KWBR 1920	1310 1,000	Warner Bros. **327 21st Street** Higate 4-1212	......	Stafford W. Warner, Owner & Gen. Mgr. Eugene N. Warner, Co-owner F. Wellington Morse, Station Mgr.	Evelyn R. Dewsnup, Prog. Dir. Ed. R. Skinner, Coml. Mgr. Paul Gregg, Chief Engr.	Lang-Worth Standard UP
ONTARIO	KOCS 1947	1510 250-D	The Daily Report Co. 222 E. B St. **627-54**	......	Jerene Appleby Harnish, Pres. Ernest L. Spencer, Gen. Mgr. Joe E. Downey, Coml. Mgr.	Stanley E. Davis, Prog. Dir. & Asst. Gen. Mgr. Helen Faye, Prom. Mgr. Floyd Hall, Chief Engr.	Gene Grant Associated Capitol UP
OROVILLE	KDAN 1948	1340 250	Mercury Bcstg. Co. Box **231** 1340	......	Dan L. Beebe, Pres. Arden Booth, Gen. & Coml. Mgr.	Ed Kihn, Prog. Dir.	Lang-Worth UP
OXNARD	KVNE (Construction permit)	910 1,000-D	Eva Miller Grimes 211 N. F St.		Eva Miller Grimes, Owner		
PALM SPRINGS	**KCMJ** **1946**	1340 250	Palm Springs Broadcasting Co. Box KK 2253	CBS	Dick Joy, Gen. & Prom. Mgr. & Prog. Dir. Roland Vaile, Asst. Gen. Mgr. & Local Coml. Mgr.	Donald C. McBain, Chief Engr. Larry Eaton, Asst. Chief Engr.	Grant Standard UP

Your product gets a warm welcome in the nation's second largest market when advertised on Warner Bros. **KFWB.** Fine programs and public service for 23 years have built audience loyalty and response that produce sales.

warner bros.
K
F
W
B
WELCOME
Hollywood

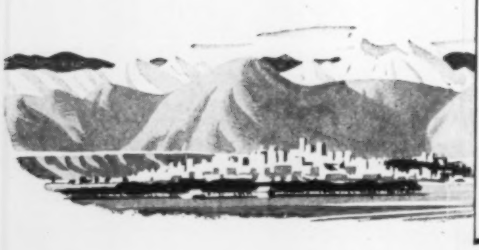
Consult your nearest William G. Rambeau office for full details of programs, rates, coverage and success stories.

ARE YOU MISSING THE BOAT ON THE PACIFIC COAST?

IF YOU AREN'T USING Don Lee to cover the Pacific Coast, you're missing the boat in radio. Only the Don Lee network, with 45 stations, can release your message from within the buying market, where people listen to their local network station rather than out of town or distant stations.

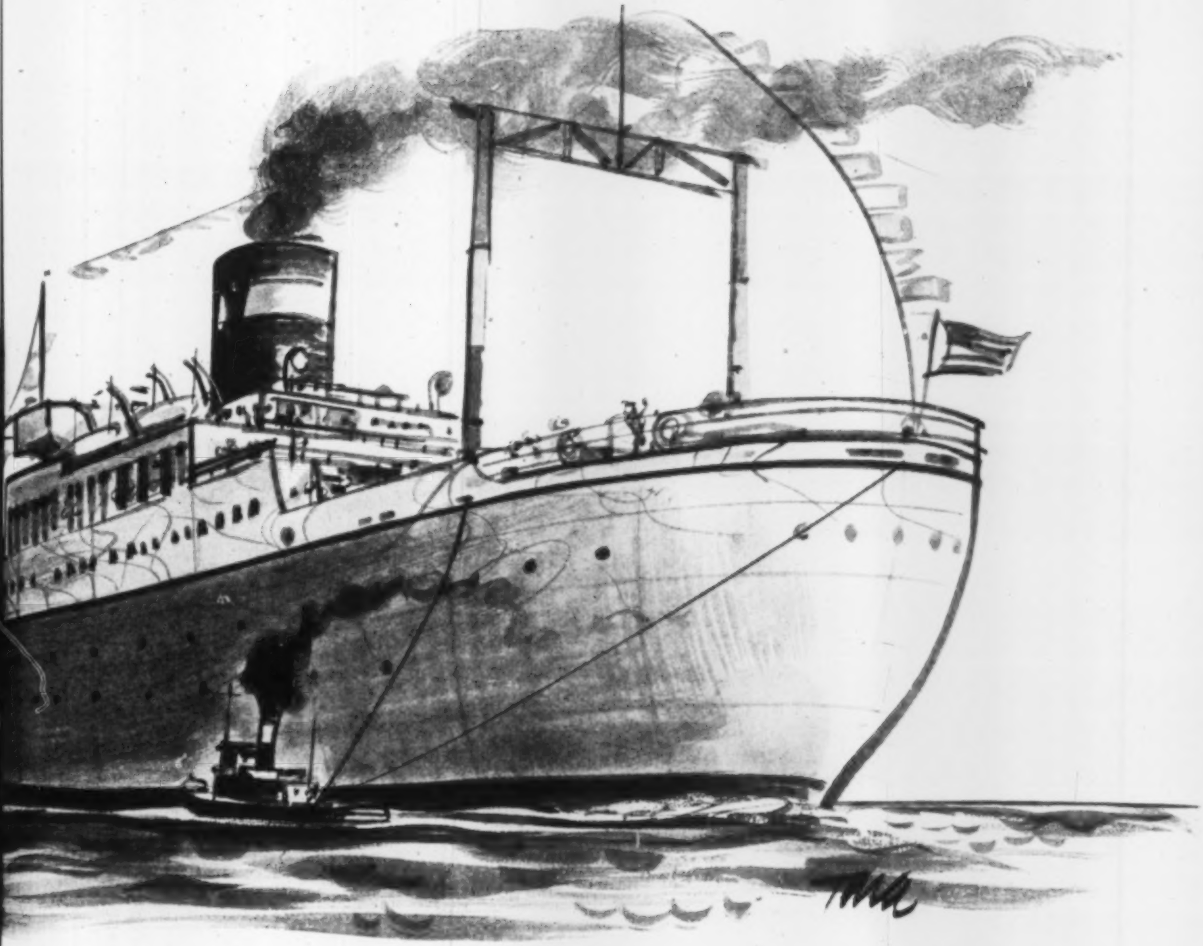
The Pacific Coast has 18 "Inside" market counties (metropolitan county areas of the nine cities in which *all four networks have stations).* To cover the balance of the Pacific Coast, or the 115 "Outside" market counties, there is a total of 48 stations of all networks. Of these stations, Don Lee has 32, *twice as many* as the other three networks *combined!*

LEWIS ALLEN WEISS, *President* WILLET H. BROWN, *Exec. Vice-Pres.* · WARD D. INGRIM, *Director of Advertising*
1313 NORTH VINE STREET, HOLLYWOOD 28, CALIFORNIA · *Represented Nationally by* JOHN BLAIR & COMPANY



Of the 45 Major Pacific Coast Cities

ONLY 10	3	7	25
have stations of all 4 networks	have Don Lee and 2 other network stations	have Don Lee and 1 other network station	**have Don Lee and NO other network station**



ONLY DON LEE DELIVERS BOTH PACIFIC COAST MARKETS

	"INSIDE"	"OUTSIDE"	"INSIDE" AND "OUTSIDE" COMBINED
Population	9,206,100	4,427,600	13,633,700
Radio Families	2,772,500	1,280,000	4,052,500
Retail Sales	$10,836,386,000	$4,013,687,000	$14,850,073,000
Buying Income	$16,489,781,000	$5,575,847,000	$22,065,628,000

REMEMBER: In addition to coverage facilities in the "Inside" market equal to those of any other network, Don Lee has 100% more coverage facilities for the "Outside" market than all other Pacific Coast networks combined. Don't miss the boat on the Pacific Coast—buy Don Lee!

The Nation's Greatest Regional Network

Mutual

DON LEE

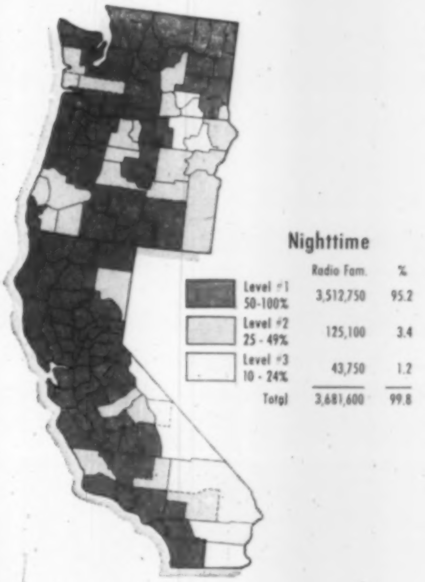
BROADCASTING SYSTEM

DIRECTORY OF STANDARD BROADCASTING STATIONS OF THE UNITED STATES

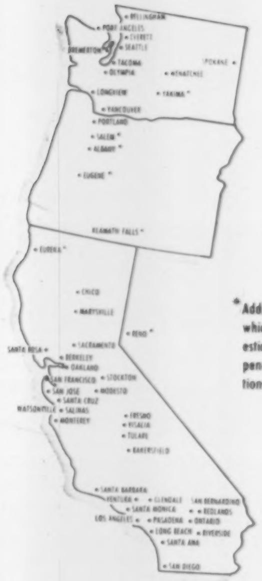
**—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. SH—Specified Hours. U—Unlimited. CP—Construction Permit Issued*
LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.
(Data corrected to December 6, 1948)

CALIFORNIA (Continued)

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel		Representatives Transc. Library News Service
PASADENA	KAGH 1948	1300 1,000-D	KAGH Inc. 800 Sierra Madre Villa Sycamore 2-2196	......	Andrew C. Haley, Pres. Pete Watts, Gen. Mgr.	Aubrey Ison, Prog. Dir.	Standard
PASADENA	*KPPC 1924	1240 100 SH	Pasadena Presbyterian Church 585 E. Colorado St. Sycamore 3-2192	......	Dr. Eugene Carsen Blake, Pastor Leon Hall, Gen. Mgr. & Prog. Dir.	Roger Anthes, Chief Engr.	......
PASADENA 1	KWKW 1942	1430 1,000-D	Southern Calif. Bcstg. Co. 425 E. Green St. Ryan 1-6744	......	Marshall S. Neale, Pres. Wm. J. Beaton, Gen. & Coml. Mgr.	Eddie Allbright, Prog. Dir. Claire Hughes, Prom. Mgr. Paul W. Spargo, Chief Engr.	Forjoe Capitol UP
PASADENA	KXLA 1942	1110 10,000	Pacific Coast Broadcasting Co. 1401 S. Oak Knoll Ave. Ryan 1-6991	......	Loval K. King, Pres. & Gen. Mgr. Jack Reeder, Chief Engr.		World Associated Lang-Worth AP
PASO ROBLES	KPRL 1946	1230 250	Leslie H. Hacker 32nd & Oak Sts. 204	MBS KBS Don Lee	Leslie Henry Hacker, Pres. Arthur J. Hapgood, Station Mgr. & Prog. Dir. Joe Shuttleworth, Coml. Mgr.	George Palmer, Chief Engr.	Grant
POMONA	KPMO 1948	1600 500	Valley Broadcasting Co. 1240 E. Holt St. Lycoming 2-1293	Calif. Rural	Dean H. Wickstrom, Pres. & Gen. Mgr. Riley Kyser, Coml. Mgr.	Melvan Carroll, Prog. Dir. Ed Rodrigues, Prom. Mgr. Al Heibert, Chief Engr.	Standard World UP
PORTERVILLE	KTIP 1947	1450 250	J. F. Tighe Bcstg. Co. P. O. Box 1312 1450	KBS	J. F. Tighe, Pres. John K. Clarke, Gen. Mgr. Ward Fritch, Coml. Mgr.	Dave Belman, Prog. Dir. Bill Lund, Prom. Mgr. Hampton McKinney, Chief Engr.	Cooke Gene Grant World UP
RED BLUFF	KBLF 1946	1490 250	Robert L. Weeks 346 Oak St. 354	......	Dr. Russell G. Frey, Pres. Harold N. Altman, Gen. & Prom. Mgr. & Prog. Dir.	Walt Bronson, Coml. Mgr. & Chief Engr.	Gene Grant World AP
REDDING	KVCV 1938	600 1,000	Golden Empire Broadcasting Co. Inc. Highway 99 So. 1646	MBS Don Lee	Hugh McClung, Pres. Fred M. Stuelpnagel, Gen. Mgr. H. E. McCarty, Coml. Mgr	Lyle Mathys, Prog Dir. Theodore Dooley, Prom. Mgr. Russell Pope, Chief Engr.	Grant World Standard Cole UP
RIVERSIDE	KPRO 1941	1440 1,000	Broadcasting Corp. of America 3401 Russell St. 6290	KBS Calif. Rural	W. L. Gleeson, Pres. & Gen. Mgr. Gene Williams, Coml. Mgr. Forrest Wallace, Prog. Dir.	Stan Reynolds, Chief Engr.	Pearson World SESAC MacGregor Associated AP
SACRAMENTO	KCRA 1945	1320 1,000	KCRA Inc. 604 Calif. State Life Bldg. 2-0758	NBC	Ewing C. Kelly, Pres. & Gen. Mgr. John P. Dupell, Coml. Mgr. Howard J. Smiley, Prog. Dir.	Irma C. Davis, Prom. Mgr. Raymond W. Bailey, Chief Engr.	Weed Capitol World AP
SACRAMENTO 4	KFBK 1922	1530 50,000	McClatchy Broadcasting Co. 708 Eye St. 2-5011	ABC	Eleanor McClatchy, Pres. Keith B. Collins, Mgr. George H. Larue, Coml. Mgr.	Richard S. Burdick, Prog. Mgr. Austin B. Chaney, Prom. Mgr. Stam Sronce, Chief Engr.	Raymer Capitol, Thesaurus AP, UP
SACRAMENTO 14	KROY 1937	1240 250	Harmco Inc. Hotel Sacramento 3-2525	CBS	Clyde F. Coombs, Gen. Mgr. Byron Nelson, Coml. Mgr.	William J. Ratcliff, Prog. Dir. & Prom. Mgr. Howard Martineau, Chief Engr.	Avery-Knodel Associated UP, INS
SACRAMENTO 16	KXOA 1945	1490; CP-1470 250: CP-1,000	Sacramento Broadcasters Inc. 1617 30th St. 6-4728	MBS Don Lee	Lincoln Dellar, Pres. & Gen. Mgr. Morton Sidley, Station & Coml. Mgr. Jack Alkire, Prog. Dir.	Ralph Lawrence, Prom. Mgr. Paul E. Leake, Chief Engr.	Pearson Western Radio Associated UP
SALINAS	KCLF (Construction	1150 500-D permit)	Radio Twins Bcstg. Co. 1814 N. Vine St. Hollywood, Cal.	......	Edwin N. & Alvin B. Kaufman, Owners		
SALINAS	KSBW 1947	1380 1,000	Salinas Bcstg. Corp. Airport Rd. 8071	MBS Don Lee	Milt Hall, Pres., Gen. Mgr. & Chief Engr. W. M. Oates, Nat'l Coml. Mgr.	J. W. Tressel, Lcl. Coml. Mgr. Don Wells, Prog. Dir.	Pearson Western Radio Standard AP
SAN BERNARDINO	KCSB 1947	1350 500-D	San Bernardino Valley Broadcasters 770 Mill St. 8-2245	......	Woodrow Miller, Pres. John R. Rider, Gen. & Coml. Mgr.	Sam Kerner, Station Mgr. & Prog. Dir. Donald Kerr, Chief Engr.	Forjoe Lang-Worth AP, UP
SAN BERNARDINO	KFXM 1929	590 1,000	Lee Bros. Broadcasting Co. 512 5th Street 4761	MBS Don Lee	J. Clifford Lee, Pres. Gene W. Lee, V.P., Gen. Mgr. & Prog. Dir.	Don S. Cummings, Coml. Mgr. Lowell Smith, Prom. Mgr. George Ewing, Chief Engr.	Blair World UP
SAN BERNARDINO	KITO 1947	1290 5,000	San Bernardino Broadcasting Co., Inc. 569 Fourth St. 7807	ABC	Carl Haymond, Pres. George E. Lindman, Gen. & Coml. Mgr.	Charles Foll, Prog. Dir. & Prom. Mgr. Owen Ford, Chief Engr.	Hollingbery Capitol UP
SAN BERNARDINO	KRNO 1946	1240 250	Western Empire Brcstrs. Inc. 990 Colton Ave. 2-4282	......	Van C. Newkirk, Chief Owner Norman H. Rogers, V. P. & Gen. Mgr. David Shaw, Prog. Dir.	James W. Gerrard, Pres. & Coml. Mgr. George W. Brock, V. P. & Chief Engr.	Gene Grant Standard AP

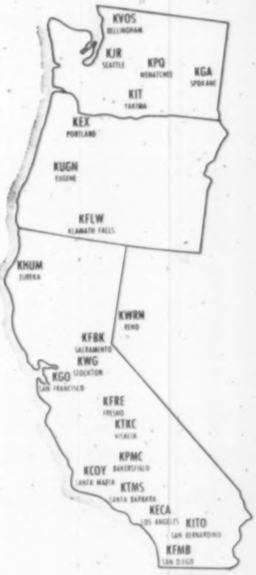

Nighttime
Radio Fam.
%
Level #1 50-100%
3,512,750
95.2
Level #2 25 - 49%
125,100
3.4
Level #3 10 - 24%
43,750
1.2
Total
3,681,600
99.8

ANYONE can see from this map how ABC covers the Coast. Darkest areas indicate counties or sub-county areas where impartial, *published* BMB figures show that 50% or better of all radio families listen regularly to ABC. (That lonely white spot is the one county out of 144 where less than 10% of the radio families have the ABC habit.)


BELLINGHAM
PORT ANGELES
EVERETT
BREMERTON
SEATTLE
TACOMA
SPOKANE
OLYMPIA
WENATCHEE
LONGVIEW
YAKIMA *
VANCOUVER
PORTLAND
SALEM *
ALBANY *
EUGENE *
KLAMATH FALLS *
EUREKA *
CHICO
MARYSVILLE
RENO *
SANTA ROSA
SACRAMENTO
BERKELEY
OAKLAND
SAN FRANCISCO
STOCKTON
SAN JOSE
MODESTO
SANTA CRUZ
WATSONVILLE
SALINAS
MONTEREY
FRESNO
VISALIA
TULARE
BAKERSFIELD
SANTA BARBARA
VENTURA
GLENDALE
SAN BERNARDINO
SANTA MONICA
REDLANDS
LOS ANGELES
PASADENA
ONTARIO
LONG BEACH
RIVERSIDE
SANTA ANA
SAN DIEGO

* Additional cities and towns in which ABC Pacific now has an estimated 50% (or more) BMB penetration due to new stations and improved facilities.

BUT THAT ISN'T ALL! See how ABC delivers the trade centers—big and little, outside and inside. Here we show 42 towns listed by BMB where 50% or more of all radio families listen regularly, day or night to ABC ...plus 8 towns where ABC station improvement has raised listening levels to an estimated 50% or better.


KVOS
BELLINGHAM
KJR
SEATTLE
KPQ
WENATCHEE
KGA
SPOKANE
KIT
YAKIMA
KEX
PORTLAND
KUGN
EUGENE
KFLW
KLAMATH FALLS
KHUM
EUREKA
KWRN
RENO
KFBK
SACRAMENTO
KWG
STOCKTON
KGO
SAN FRANCISCO
KFRE
FRESNO
KTKC
VISALIA
KPMC
BAKERSFIELD
KCOY
SANTA MARIA
KTMS
SANTA BARBARA
KECA
LOS ANGELES
KITO
SAN BERNARDINO
KFMB
SAN DIEGO

COVERAGE of all the Coast audience worth having is assured by the strategic location of ABC stations. And of the two networks currently offering worthwhile availabilities, ABC is the one that leads in average Hooperatings, audience promotion and number of high-ranking shows. It's smart to talk to ABC before you buy.

On the coast you can't get away from

ABC

FULL COVERAGE... ABC's improved facilities have boosted its coverage to 95.4% of ALL Pacific Coast radio families (representing 95% of coast retail sales) in counties where BMB penetration is 50% or better.

IMPROVED FACILITIES... ABC, the Coast's Most Powerful Network, now delivers 227,750 watts of power—54,250 more than the next most powerful network. This includes FOUR 50,000 watters, twice as many as any other coast network...a 31% increase in facilities during the past year.

GREATER FLEXIBILITY... You can focus your sales impact better on ABC Pacific. Buy as few as 5 stations, or as many as 21—all strategically located.

LOWER COST... ABC brings you all this at a cost per thousand radio families as low as or lower than any other Pacific Network. No wonder we say—whether you're on a Coast network or intend to be, talk to ABC.

THE TREND TO ABC... The Richfield Reporter, oldest newscast on the Pacific Coast, moves to ABC after 17 years on another network, and so does Greyhound's Sunday Coast show—after 13 years on another network.

ABC PACIFIC NETWORK

NEW YORK: 30 Rockefeller Plaza • CIrcle 7-5700—DETROIT: 1700 Stroh Bldg. • CHerry 8321—CHICAGO: 20 N. Wacker Dr. DElaware 1900—LOS ANGELES: 6363 Sunset Blvd. • HUdson 2-3141—SAN FRANCISCO: 155 Montgomery St. • EXbrook 2-6544

**—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. SH—Specified Hours. U—Unlimited. CP—Construction Permit Issued. LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.*
(Data corrected to December 6, 1943)

CALIFORNIA (Continued)

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel		Representatives Transc. Library News Service
SAN DIEGO 1	KFMB 1941	550 1,000	Jack Gross Bcstg. Co. 1375 Pacific Blvd. Main 2114	ABC	Jack Gross, Pres. John Bainbridge, Prog Dir.	Robert E. Lee, Jr., Chief Engr.	Branham World AP
SAN DIEGO 12	KFSD 1926	600 5,000	Airfan Radio Corp. 326 Broadway Franklin 6353	NBC	Thomas E. Sharp, Pres. John C. Merino, Gen. Mgr.	Alys Phreaner, Prog. Dir.	Raymer Thesaurus UP
SAN DIEGO 1	KGB 1928	1360 1,000	Don Lee Bcstg. System 1017 First Ave. Franklin 6151	MBS Don Lee	Lewis Allen Weiss, Pres. F. D. Ide, Gen. Mgr. Hobby Myers, Coml. Mgr.	Jerry Lee Pecht Prog. Dir. Wm. G. Collins, Chief Engr.	Blair World UP
SAN DIEGO 12	KSDJ 1946	1170 5,000-LS 1,000-N	Charles E. Salik 1405-5th Ave. Franklin 1315	CBS	Charles E. Salik, Pres. & Gen. Mgr. Amos Baron, Coml. & Prom. Mgr.	Dan Cubberly, Prog. Dir. Charles J. Sherburne, Chief Engr.	Free & Peters Capitol SESAC UP
SAN DIEGO 1	KSON 1947	1240 250	Studebaker Broadcasting Co. 630 P St. Franklin 5175	KBS	J. W. Studebaker Fred Rabell J. G. Studebaker } Partners Wm. Tomberlin, Chief Engr.	Fred Rabell, Gen. & Coml. Mgr. Dorothy Johnson, Prog. Dir. J. G. Studebaker, Prom. Mgr.	Burn-Smith Standard Lang-Worth Capitol SESAC AP, INS
SAN DIEGO 1	KUSN 1947	1510 5,000-LS 1,000-N	San Diego Broadcasting Co. 1029 Second Ave. Main 2041	Calif. Rural	C. A. Smith, Pres. Jack Heintz, Gen. Mgr. Paul Jones, Coml. Mgr.	Wilson Edwards, Prog. Dir. Vern Milton, Chief Engr.	Forjoe Associated Lang-Worth AP, UP
SAN DIEGO 1.......	KYOR 1947	1130 250-D; CP-5,000	Silver Gate Broadcasting San Diego Hotel Franklin 9-5121	......	Pete Watts, Gen. Mgr.		Grant MacGregor Standard AP
SAN FERNANDO	KGIL 1947	1260 1,000	San Fernando Valley Broadcasting Co. 4919 Van Nuys Blvd. Sherman Oaks, Cal. State 4-6291	......	F. J. Smalley, Jr., Pres. & Gen. Mgr. Howard P. Gray, Coml. Mgr.	Allan W. McKee, Prog. Dir. Caleb C. Frisk, Chief Engr.	Standard Capitol UP
SAN FRANCISCO 9..	KFRC 1924	610 5,000	Don Lee Holding Co. 1000 Van Ness Ave. Prospect 5-0107	MBS Don Lee	Thomas S. Lee, Pres. William D. Pabst, Gen. Mgr. Merwyn L. McCabe, Coml. Mgr.	Mel Venter, Prog. Dir. Robert L. Templeton, Prom. Mgr.	Blair World AP, INS
SAN FRANCISCO 4 ..	KGO 1924	810 50,000	American Broadcasting Co. 155 Montgomery St. Exbrook 2-6544	ABC	Mark Woods (ABC) Pres. Gayle V. Grubb, Gen. Mgr. Kirk Torney, Coml. Sales Mgr.	Bloyce Wright, Prog. Mgr. Maury Baker, Prom. & Publ. Mgr. A. E. Evans, Chief Engr.	ABC Spot Associated Capitol Standard AP, UP, INS
SAN FRANCISCO 9 ..	KJBS 1924	1100 1,000 L-WTAM	KJBS Broadcasters 1470 Pine Street Ordway 3-4148	......	Edwin P. Franklin, Gen. Mgr. Stanley G. Breyer, Coml. Mgr. Charles F. Pendleton, Prog. Dir.	Wayne L. Berthhold, Chief Engr.	Headley-Reed Standard MacGregor Lang-Worth AP, UP, INS
SAN FRANCISCO 2 ..	KNBC 1922	680 50,000	National Broadcasting Co. Taylor & O'Farrell Sts. Graystone 4-8700	NBC	Niles Trammell (NBC) Pres. John W. Elwood, Gen. Mgr. Alfred W. Crapsey, Coml. Mgr.	Harry Bubeck, Prog. Dir. Ethel Gilchrist, Prom. Mgr. Curtis D. Peck, Chief Engr.	NBC Spot Associated Thesaurus AP, UP, INS
SAN FRANCISCO 5 ..	KQW 1912	740; CP-560 5,000	Pacific Agricultural Foundation Ltd. 140 Jesse St. Exbrook 2-3233	CBS	Ralph R. Brunton, Pres. & Gen. Mgr. Myron A. Elges, Coml. Mgr.	Fred Ruegg, Prog. Dir. Alan N. Cormack, Chief Engr.	Petry Standard AP, UP
SAN FRANCISCO 3 ..	KSAN 1922	1450 250	Golden Gate Broadcasting 1355 Market St. Market 1-8171	......	S. H. Patterson, Pres. Lee Mikesell, Gen. & Coml. Mgr.	Clint Sherwood, Prog. Dir. & Prom. Mgr. Norwood Patterson, Chief Engr.	Rambeau Lang-Worth AP, UP
SAN FRANCISCO 6 ..	KSFO 1925	560 5,000-LS 1,000-N CP: 740 50,000-U	The Associated Broadcasters Inc. Mark Hopkins Hotel Exbrook 2-4567	......	W. I. Dumm, Pres. Philip G. Lasky, V. P. & Gen. Mgr. John G. Campbell, Sales Mgr.	Keith Kerby Lakin, Prog. Dir. A. E. Towne, Dir. of Engrng.	Bolling Associated Standard UP, INS
SAN FRANCISCO 3 ..	KYA 1926	1260 5,000-LS 1.000-N	Palo Alto Radio Station Inc. Third & Market Douglas 2-2536	......	Dorothy S. Thackrey, Pres. & Owner Don Fedderson, Exec. V. P. & Gen. Mgr. David E. Lundy, Coml. Mgr.	Tom Franklin, Prog. Dir. Paul C. Schulz, Chief Engr.	Young World AP, UP, INS
SANGER	KSGN 1947	900 1000-D	Radio Sanger Co. P.O. Box 338 490	......	E. L. Barr, Estey Walton, J. & E. Rheingans— Partners Edward L. Terry, Gen. Mgr.	R. B. McGill, Coml. Mgr. George E. Steiner, Prog. Dir. Julian Nielsen, Chief Engr.	World Capitol UP
SAN JOSE 3	KEEN 1947	1370 1,000	United Broadcasting Co. Hotel De Anza Columbia 1370	......	George M. Mardikian, Pres. Floyd Farr, V. P. & Gen. Mgr. Walter Grau, Sales Mgr.	George Snell, Secy., Treas., & Prog. Dir. Harold Woolley, Prom. Mgr. Lee Johnston, Chief Engr.	Forjoe, Grant Associated MacGregor UP
SAN JOSE 17	KLOK 1946	1170 5,000-D	Valley Broadcasting Co. 40 W. San Antonio St. Columbia 1483	......	E. L. Barker, Pres. & Gen. Mgr. R. E. Ryan, Coml. Mgr.	Ruth Poindexter, Prog. Dir. Gene Goldrup, Chief Engr.	Rural Radio Gene Grant AP
SAN JOSE	KQW		(See listing under San Francisco)	......			
SAN JOSE	KSJO 1946	1590 1,000-LS 500-N	Santa Clara Broadcasting Co. P.O. Box 995 Ballard 3660	......	Patrick H. Peabody, Pres. Charles F. Mallory, Gen., Coml. & Prom. Mgr.	Norman Paul, Prog. Dir. Lawrence King, Chief Engr.	Moore Standard World UP

DIRECTORY OF STANDARD BROADCASTING STATIONS OF THE UNITED STATES

**—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. SH—Specified Hours. U—Unlimited. CP—Construction Permit Issued*
LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.
(Data corrected to December 6, 1948)

CALIFORNIA (Continued)

City	Call Letters Date Estab.	Frequency Power (watts)	Telephone Number Name of Licensee Headquarters Address	Network	Executive Personnel		Representative Transc. Library News Service
N JOSE 17	KXRX 1948	1500 1,000	San Jose Broadcasting Co Box 167 Ballard 971	......	Joe Levitt, Pres. Jan King, Gen. Mgr. Tom Magowan, Coml. Mgr.	Glenn Hill, Prog. Dir. Glenda Huffman, Prom. Mgr. Frank Glass, Chief Engr.	Walker Associated UP
N LUIS OBISPO ..	KPIK 1947	1340 250	San Luis Obispo Broadcasting Co. 1130 Garden St. 3171	......	Emma Widman, Owner Hugh Harling, Gen. Mgr. Robert Richardson, Coml. Mgr.	Jerry Lietz, Prog. Dir. Ruth Clark, Prom. Mgr. Chuck Bouffiou, Chief Engr.	Moore Capitol Lang-Worth World UP
N LUIS OBISPO ..	KVEC 1937	920 1,000-LS 500-N	Christina M. Jacobson Mt. View & Hill Sts. 1100	MBS KBS Don Lee	Christina M. Jacobson, Pres. Les Hacker, Gen. Mgr. Joe Shuttleworth, Coml. & Prom. Mgr.	Robert Wilton, Prog. Dir. H. C. Bonaventure, Chief Engr.	Grant Standard Thesaurus AP
N MATEO	KSMO 1947	1550 1,000	Amphlett Printing Co. 811 B Street Diamond 4-2594	......	J. Hart Clinton, Pres. John H. Schacht, Gen. Mgr.	Wilton DeMarco, Prog. Dir. H. Neil Black, Chief Engr.	Grant Lang-Worth Standard AP, UP
N MATEO 1	KVSM 1946	1050 250-D	San Mateo County Broadcasters 279 Baldwin Ave. Diamond 4-4385	......	Edmund Scott, Pres. Gordon D. France, Gen. & Coml. Mgr.	Marianne Chamberlin, Prog. Dir. W. H. Ellerman, Prom. Mgr. Merwyn F. Planting, Chief Engr.	Cooke Gene Grant Associated Capitol SESAC, World UP
N RAFAEL	KTIM 1947	1510 1,000-D	Marin Broadcasting Co. Inc. 1117 Fifth Ave. 1510	......	Roy A. Brown, Pres. Hugh Turner, Gen. Mgr. Clifford Trotter, Coml. Mgr.	Marion Lichty, Prog. Dir. Melvin H. Murphy, Chief Engr.	Lang-Worth AP
NTA ANA	KVOE 1922	1480 1,000	The Voice of the Orange Empire Inc. Ltd. 206 North Main Street Kimberly 2-7191	MBS Don Lee Calif. Rural	Ernest L. Spencer, Pres. & Gen. Mgr. L. S. Nicholson, Coml. Mgr. Wallace S. Wiggins, Prog. Dir.	Donner P. Spencer, Prom. Mgr. Stanley Guenther, Chief Engr.	Grant MacGregor Standard

LOOK ON CHANNEL 5 AND SEE KPIX—TV

ON TOP OF THE MARK

THE ASSOCIATED BROADCASTERS, Inc.

Wesley I. Dumm, *President* Philip G. Lasky, *Vice-President and General Manager*

★

MARK HOPKINS HOTEL ● SAN FRANCISCO ● PHONE EXBROOK 2-4567

Wire, write or phone
for information
and rates . . .

National Sales
Representatives,
The Bolling Company

★

KSFO · 1st for music presents
KPIX
1st IN SAN FRANCISCO TELEVISION

DIRECTORY OF STANDARD BROADCASTING STATIONS OF THE UNITED STATES

**—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. SH—Specified Hours. U—Unlimited. CP—Construction Permit Issued*
LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.
(Data corrected to December 6, 1948)

CALIFORNIA (Continued)

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel		Representati Transc. Libra News Servic
SANTA BARBARA ...	KDB 1921	1490 250	Don Lee Broadcasting System Radio Square 4131	MBS Don Lee	Lewis Allen-Weiss, Pres. Edward K. Kemble, Gen. Mgr. James S. Blomfield, Coml. Mgr.	Donald Roberts, Prog. Dir. Frederick Burrous, Prom. Mgr. Forrest Choate, Chief Engr.	Blair World UP
SANTA BARBARA ...	KIST 1946	1340 250	Radio KIST, Inc. Balboa Bldg. 3981	NBC	Harry C. Butcher, Pres. Fin Hollinger, Gen. & Coml. Mgr. Mary Ann Casey, Prog. Dir.	Michael McKeogh, Prom. Mgr. Stanley Saueressig, Chief Engr.	Hollingbery UP
SANTA BARBARA ...	KTMS 1937	1250 5,000-LS 1,000-N	News Press Publishing Co. De la Guerra Plaza 6111	ABC	T. M. Storke, Pres. C. A. Storke, V. P. Ken Peters, Gen. & Coml. Mgr.	Don E. Evans, Prog. Dir. John Willis, Prom. Mgr. Albert A. Nicolay, Chief Engr.	Raymer Lang-Worth AP
SANTA CRUZ	KRUZ 1948	1460 1,000	Monterey Bay Broadcast Co. 133 Middlefield Road, Palo Alto, Calif.	......	L. John Miner Taft R. Wrathall Grant R. Wrathall } Partners		
SANTA CRUZ	KSCO 1947	1080 1,000-D	Radio Santa Cruz P.O. Box 1080 1080	......	Chas. Vernon Berlin, Mgng. Partner & Gen. Mgr. & Coml. Mgr. Kenney Alford, Prog. Dir.	Chas. Vernon Berlin, Chief Engr.	Standard AP
SANTA MARIA	KCOY 1947	1400 250	News Press Publishing Co. 114 W. Cook St. 104	ABC	Charles A. Storke, Gen. Mgr.	Jo W. Benes, Station Mgr.	Raymer Lang-Worth AP
SANTA MARIA	KSMA 1946	1450 250	Santa Maria Bcstg. Co. P.O. Box 407 24	......	Raymond H. Hardenbergh, Gen. Mgr.		Forjoe Associated AP
SANTA MONICA	KOWL 1947	1580 5,000-D	KOWL Inc. Ambassador Hotel 4-6761	......	Arthur H. Croghan, Pres., Gen. & Coml. Mgr.	John Morecroft, Chief Engr.	Associated Standard UP
SANTA PAULA	KSPA 1948	1400 250	Ventura County Radio Center Inc. P.O. Box 112 1400				
SANTA ROSA	KSRO 1937	1350 1,000	Ruth W. Finley 425 Mendocino Ave. 110	......	Ruth W. Findley, Pres. Eddie Hanley, Gen. Mgr. Lee Fleming, Coml. Mgr.	Jack Murphy, Prog. Dir. Bill Lambert, Prom. Mgr. Vern Hassett, Chief Engr.	Western Ra Lang-Worth MacGregor Cole AP, UP
SONORA	KROG (Construction permit)	1450 250	Ianthe Densmore 5 Washington St.	......	Ianthe Densmore, Owner		
STOCKTON 7	KGDM 1926	1140 5,000 CP-10,000	E. F. Peffer 519 E. Market St. 4-4551	CBS	E. F. Peffer, Pres. E. Smith, Gen. & Coml. Mgr.	V. Swan, Prog. Dir. A. Lubersky, Prom. Mgr. M. B. Greene, Chief Engr.	Blair World INS
STOCKTON	KSTN (Construction permit)	1420 1,000	San Joaquin Broadcasting Co. 311 California St., San Francisco, Calif.	......	A. Dwight Newton W. H. Wood A. John Anton Charles F. Green } Partners		
STOCKTON 7	KWG 1921	1230 250	McClatchy Broadcasting Co. Hotel Wolf 5-5728	ABC	Eleanor McClatchy, Pres. Howard L. Bailey, Mgr.	James E. Longe, Prog. Mgr. Frank Nesmith, Chief Engr.	Raymer Capitol AP, UP
STOCKTON	KXOB 1947	1280 1,000	Valley Broadcasting Co. 2013 Pacific Avenue 5-5896	MBS Don Lee	Lincoln Dellar, Pres. Herb Ferguson, Gen. Mgr.	Earle Russell, Prog. Dir. Ewald Berger, Chief Engr.	Pearson Western Ra Associated UP
SUSANVILLE	KSUE 1948	1240 250	Hollowell & McKahan KSUE Bldg. 354 B	......	Nolan Hallowell & James E. McKahan, Co-owners William B. Murphy, Gen. Mgr.	Jerry Oliver, Coml. Mgr. Wayne Thornton Jr., Prog. Dir. Harold C. Houston, Chief Engr.	Cooke Gene Grant World UP
TAFT	KTKR 1947	1310 500-D	Taft Broadcasting Co. P. O. Box "WW" 1001	......	Kenneth Aitken, Pres., Gen. Mgr. & Prog. Dir. George Krisik, Coml. Mgr.	George Flansberg, Prom. Mgr. James R. Welch, Chief Engr.	Griffith World UP
TULARE	KCOK 1945	1240; CP-1270 250; CP-1,000	Herman Anderson P.O. Box 119 800	MBS Don Lee	Herman Anderson, Pres. Sheldon Anderson, Gen. Mgr. R. A. Wegener, Coml. Mgr.	Paul Salvo, Prog. Dir. Wanda Woods, Prom. Mgr. J. M. Morrison, Chief Engr.	Western Ra Pearson Thesaurus UP
VALLEJO	KGYW 1947	1190 250-D	California-Nevada Broadcasting Co. 141 Highway #29 3-5667	......	David McKay, Pres. & Gen. Mgr. Victor Paulsen, Prog. Dir.	Arthur David, Chief Engr.	Moore Lang-Wort UP
VENTURA	KVEN 1948	1450 250	Coast Ventura Co. P. O. Box 1611 8675	......	Mort Werner, Gen. Mgr. Harry Engel, Coml. Mgr. Phil McMurray, Prog. Dir.	Dana Marbel, Prom. Mgr. John Scales, Chief Engr.	Capitol UP
VENTURA	KVVC 1948	1590 1,000	KVVC The Voice of Ventura County P. O. Box 1411 6185	......	William H. Haupt, Pres. J. M. Stafford, Coml. & Prom. Mgr. & Prog. Dir.	William J. Pickering, Chief Engr.	Grant Associated SESAC Standard Thesaurus AP
VICTORVILLE	KVRV (Construction permit)	960 5,000-D	Francisco Rental Co. 537 N. Irving Blvd. Los Angeles, Cal	......	O. E. & O. L. Bohlen, Owners		
VISALIA	KKIN 1946	1400 250	KKIN Inc. 119 E. Acequia St. 4-5811	......	Lyman Treaster, Gen. Mgr. Al Blain, Coml. Mgr.	George Lindsey, Prog. Dir. Forrest Hughes, Chief Engr.	Forjoe Standard UP

CALIFORNIA (Continued)

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel		Representatives Transc. Library News Service
ISALIA .... **CP-FRESNO ......**	KTKC 1937	940 50,000	California Inland Bcstg. Co. (see Fresno, Calif.)		(In process of consolidation with KFRE, Fresno)		
ATSONVILLE	KHUB 1937	1340 250	Luther E. Gibson Atkinson Lane 1700	......	Luther E. Gibson, Owner John A. Pearson, Gen. Mgr.		Grant Capitol, World AP
REKA	KSYC 1947	1490 250	Siskiyou County Bcstg. Co. P. O. Box 597 624	KBS	E. G. Millbourn, Pres. Holt Wardrip, Gen. Mgr. Jack R. Wagner, Station Mgr.	Forrest Moore, Coml. Mgr. Jack Matranga, Prog. Dir. William Maginnis, Chief Engr.	Moore World AP
UBA CITY	KUBA 1947	1600 500	Peach Bowl Broadcasters P.O. Box 309 1600	KBS	Bud B. Ballard, Clyde L. Goodnight, & Chet Ullon, partners Bud B. Ballard, Gen. Mgr. Clyde L. Goodnight, Coml. Mgr.	Bert Downing, Prog. Dir. Dave Harris, Prom. Mgr. Chet. Ullom, Chief Engr.	Griffith Friedenberg Standard, Capitol AP

COLORADO

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel		Representatives Transc. Library News Service
LAMOSA	KGIW 1929	1450 250 SH	E. L. Allen Alamosa 26	KBS	E. L. Allen, Pres. & Gen. Mgr. Lloyd Allen, Coml. Mgr. & Prog. Dir.	Charles Dynes, Prom. Mgr. George Kettle, Chief Engr.	UP
OULDER	KBOL 1947	1490 250	Boulder Radio KBOL Inc. 1617 Pearl St. 1490	KBS	J. Herbert Hollister, Pres. Russell Shaffer, Gen. & Coml. Mgr.	Bill Keene, Prog. Dir. Blair Dobbins, Chief Engr.	Standard Lang-Worth AP
ANON CITY	KRLN 1947	1400 250-SH	Royal Gorge Broadcasters 1605 Central Ave. 1100	KBS	Raymond M. Beckner, Pres., Gen. & Coml. Mgr. Guy C. Underhill, Prog. Dir.	John L. Antic, Chief Engr.	Cole UP
OLORADO SPRINGS	KRDO 1947	1240 250	Pikes Peak Broadcasting Co. Alta Vista Hotel Main 1125	......	Joseph H. Rohrer, Pres., Gen. & Coml. Mgr. Paul Crozier, Business Mgr.	Gean Gitz, Prog. Dir. Harry Hoth, Prom. Mgr. Joseph H. Rohrer, Chief Engr.	Rambeau Cole, Lang-Worth Standard AP
OLORADO SPRINGS	KVOR 1923	1300 1,000	Outwest Broadcasting Co. Exchange National Bank Bldg. Main 278	CBS	E. K. Gaylord, Pres. Everett Shupe, Gen. & Coml. Mgr.	Conrad Brown, Prog. Dir. & Prom. Mgr. Cozine Strang, Chief Engr.	Katz World AP
RAIG	KRAI 1948	1230 250	Newell S. Cahoon Craig 707	......	Newell S. Cahoon, Pres. M. H. Hilton, Gen. & Coml. Mgr.	Ed. Christy, Prog. Dir. Drew Walker, Chief Engr.	UP
ENVER 2	KFEL 1923	950 5,000	Eugene P. O'Fallon Inc. Albany Hotel Alpine 4681	MBS	Gene O'Fallon, Gen. Mgr. Frank L. Bishop, Managing Dir. Mark C. Crandall, Coml. Mgr. & Prog. Dir.	Thomas G. Morrissey, Chief Engr.	Blair Associated Cole SESAC, Standard AP, UP, INS
ENVER	KGMI (Construction	1430 1,000-D permit)	Gifford Phillips 1030 15th St.		Gifford Phillips, Owner		
ENVER 2	KLZ 1922	560 5,000	KLZ Broadcasting Co. Shirley-Savoy Hotel Main 4271	CBS	E. K. Gaylord, Pres. Hugh B. Terry, Station Mgr. R. Main Morris, Coml. Mgr.	Charles Roberts, Prog. Dir. John Connors, Prom. Mgr. Harvey Wehrman, Chief Engr.	Katz Capitol Standard AP, INS
ENVER 2	KMYR 1941	1340 250	KMYR Broadcasting Co. 1626 Stout St. Main 4161	......	F. W. Meyer, Pres. & Gen. Mgr. A. G. Meyer, Coml. Mgr.	Johseph McGrame, Prog. Dir. Richard Schmidt, Prom Mgr. Glen James, Chief Engr.	Rambeau Capitol, Cole Lang-Worth AP, UP
ENVER 2	KOA 1924	850 50,000	National Broadcasting Co. 1625 California St. Main 6211	NBC	Niles Trammell (NBC) Pres. Lloyd E. Yoder, Gen. Mgr. L. Berry Long, Jr., Sales Mgr.	Clarence C. Moore, Prog. Dir. Randy F. Smith, Prom. Mgr. Robert H. Owen, Chief Engr.	NBC Spot Associated Thesaurus AP, UP, INS
ENVER	*KPOF 1928	910 5,000-LS 1,000-N ST-KFKA	Pillar of Fire 1845 Champa St. Tabor 3733	......	Arthur K. White, Pres. Kathleen M. White, Gen. Mgr.	L. Ray Sharpe, Prog. Dir. Paul H. Schissler, Chief Engr.	
ENVER	KTLN 1948	990 1,000-D	Hon. Alf M. Landon Park Lane Hotel Race 4636		Alf M. Landon, Pres. W. P. Gillin, Gen. & Coml. Mgr.	David Button, Prog. Dir. Robert R. Blanchard, Chief Engr.	Lorenzen & Thompson Standard UP
ENVER 2	KVOD 1925	630 5,000	Colorado Radio Corp. Midland Savings Bldg. Tabor 2291	ABC	W. D. Pyle, Pres. T. C. Ekrem, Station Mgr. Con Hecker, Coml. Mgr.	V. W Corbett, Prog. Dir. Ben H. Stanton, Prom. Mgr. W. D. Pyle-T. C. Ekrem, Chief Engr.	Free & Peters Cole, Associated Lang-Worth UP
URANGO	KIUP 1935	1400 250	San Juan Broadcasting Co., Inc. 2800 Main Ave. 117	......	Mike Cummins, Pres. H. L. Hoover, Sales Mgr.	James Laramore, Prog. Dir. Harold Hoffman, Chief Engr.	Griffith Cole MacGregor UP
NGLEWOOD	(Construction	1380 1,000-D permit)	Colorado Bcstg. Co. 1517 Commerce St. Dallas, Tex.		S. E. Bradford } Partners B. C. Cunningham R. L. Cunningham		

COLORADO (Continued)

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel		Representatives Transc. Library News Service
FORT COLLINS	KCOL 1947	1400 250	Northern Colorado Broadcasting Co. 1600 Laporte Ave. 2600	KBS	Douglas D. Kahle, Pres. & Gen. Mgr. J. Herbert Hollister, V. P. Dave Schlothauer, Coml. Mgr.	Jack Hitchcock, Prog. Dir. & Prom. Mgr. Harold G. Austin, Chief Engr.	Standard AP
FORT MORGAN	KFTM (Construction permit)	1260 1,000-D	Fort Morgan Broadcasting Co. 321 Ensing St.	......	Robert H. Dolph Robert S. McCollum J. Thomas Price, Jr. } Principals		
GRAND JUNCTION.	KEXO 1948	1230 250	Voice of Western Colorado P. O. Box 629 1230	......	D. Spencer Grow, Pres. H. Abbott Tessman, Gen. & Prom. Mgr. Harold Roper, Coml. Mgr.	Robert A. Collins, Prog. Dir. Lee Grothe, Chief Engr.	Capitol Thesaurus AP
GRAND JUNCTION.	KFXJ 1930	920 1,000-LS 500-N	Western Slope Broadcasting Co. Box 30 1300	MBS KBS	Rex & Charles Howell, Co-owners Rex Howell, Mgr.	Ed Lewis, Prog. Dir. Charles Hay, Chief Engr.	Holman Standard Lang-Worth UP
GREELEY	KFKA 1921	1310 1,000	Mid-Western Radio Corp. 620 8th Ave. 450	......	Francis Price, Pres. & Gen. Mgr. Frank S. Thomas, Coml. Mgr. Larry Lee, Prog. Dir.	Ken Perry, Prom. Mgr. Harry Brewer, Chief Engr.	Lang-Worth Cole UP
GREELEY	KYOU 1948	1450 250	Meroco Broadcasting Co. 2424 6th Ave. 3275	......	Elwood H. Meyer, Pres. & Gen. Mgr. Gail Templeton, Coml. Mgr.	Jack Hull, Prog. Dir. & Prom. Mgr. Paul Emrich, Chief Engr.	World AP
LA JUNTA	KOKO 1937	1400 250	The Southwest Broadcasting Co. Box 225 42	KBS	B. C. Bulson, Pres. Burt Harrison, Gen. Mgr.	Robert Mott, Coml. & Station Mgr. Lloyd Wilson, Chief Engr.	Forjoe Capitol UP
LAMAR	KLMR 1948	1340 250	The Southeast Colorado Broadcasting Co. North Santa Fe Trail 804	......	Ralph E. Eaton, Pres. L. K. Christolear, Gen. & Coml. Mgr. & Chief Engr.	Robert L. McGrath, Prog. Dir.	World AP
MONTROSE	KUBC 1947	1240 250	Uncompaghre Bcstg. Co. P. O. Box 179 199	KBS	Joseph Hartman, Pres. George Cory, Gen. & Coml. Mgr.	Ted Agnew, Prog. Dir. Louis Benedict, Chief Engr.	Capitol UP
PUEBLO	KCSJ 1947	590 1,000	Star Broadcasting Co. 211 W. 5th St. 8522	MBS	Frank S. Hoag, Jr., Pres. Dale W. Scott, Gen. Mgr. Jack Cobb, Coml. Mgr.	Roy Borden, Prog. Dir. Morey Wilber, Prom. Mgr. Harry Mason, Chief Engr.	Taylor-Boroff Lang-Worth AP
PUEBLO	KDZA 1947	1230 250	Pueblo Radio Co. 3011 Elizabeth 8551	......	Dee B. Crouch, Pres., Gen. Mgr. & Chief Engr.	J. C. Liner, Jr., Coml. & Prom. Mgr. & Prog. Dir.	Standard Capitol AP
PUEBLO	KGHF 1928	1350 1,000-LS 500-N CP-5,000-LS 1,000-N	Colorado Bcstg. Co., Inc. 304 N. Main St. 3877	ABC	Gifford Phillips, Pres. Robert D. Ellis, Gen. Mgr. Kenneth C. Russell, Coml. Mgr.	Clifford Hendrix, Prog. Dir. Howard Myers, Prom. Mgr. Willis C. Shanks, Chief Engr.	McGillvra SESAC World UP
PUEBLO	KROM (Construction permit)	930 5,000-LS 1,000-N	Rocky Mountain Broadcasting Co. 429 Thatcher Bldg.	......			
SALIDA	KVRH 1948	1340 250	Vir N. James P. O. Box 229	KBS	Vir N. James, Pres. & Gen. Mgr.	August C. Grebe Jr., Prog. Dir.	Clark UP
STERLING	KGEK 1925	1230 100-D	Elmer G. Beehler Fleming Rd. 1175	KBS	Elmer Beehler, Pres. & Gen. Mgr. & Chief Engr. Al Ross, Coml. Mgr.	Frank Morrell, Prog. Dir.	Clark MacGregor Cole UP
TRINIDAD	KCRT 1946	1240 250	H. L. Corley So. County Club Dr. 338	KBS	H. L. Corley, Pres., Gen. Mgr. & Chief Engr.		Lang-Worth Standard UP
TRINIDAD	KSFT 1946	1280 1,000-LS 500-N	Trinidad Bcstg. Corp. 225 N. Commercial St. 414	MBS	E. O. Schoemas, Pres. Burt Harrison, Gen. Mgr.	Edwin Parker, Coml. Mgr. Lloyd Wilson, Chief Engr.	Forjoe Thesaurus AP
WALSENBURG	KPHC 1948	1450 250	Walsenburg Broadcasting Corp. P. O. Box 312 79	......	Tom G. Banks, Jr., and Patrick H. Connelly, Partners Glenn Rippen, Gen. & Coml. Mgr.	Lucile E. Banks, Prog. Dir. James E. Tesitor, Prom. Mgr. John Figal, Chief Engr.	Standard UP

CONNECTICUT

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel		Representatives Transc. Library News Service
BRIDGEPORT 1.....	WICC 1926	600 1,000-LS 500-N	Yankee Network Stratfield Hotel 6-1121	MBS Yankee	John Shepard 3rd, Ch. of Bd. William O'Neil, Pres. Joseph Lopez, Station Mgr.	Norman Whittaker, Coml. Mgr. Florence Robinson, Prog. Dir. George Keich, Chief Engr.	Petry Associated SESAC Standard AP
BRIDGEPORT 3	WLIZ 1947	1300 1,000-D	The Bridgeport Bcstg. Co. 114 State St. 5-4144	......	William Elliott, Pres., Gen. & Prom. Mgr. Emanuel S. Slotnick, Coml. Mgr.	Wallace B. Dunlap, Prog. Dir. Cayford E. Holt, Chief Engr.	Taylor-Borroff Thesaurus AP
BRIDGEPORT 3	WNAB 1941	1450 250	WNAB, Inc. 991 Broad St. 33112	ABC Conn-State	Harold Thomas, Pres. & Chief Engr. Levon Thomas, Gen. Mgr. Torrence McGough, Sta. Mgr., Coml. Mgr.	Jack Dahlby, Prog. Dir. Jean O'Shea, Promotion Mgr.	Rambeau AP

DOING OUR JOB
...consistently!

KLZ

Denver

560 Kilocycles—CBS Affiliate

Affiliated in Management with
The Oklahoma Publishing Company and WKY, Oklahoma City

REPRESENTED BY THE KATZ AGENCY

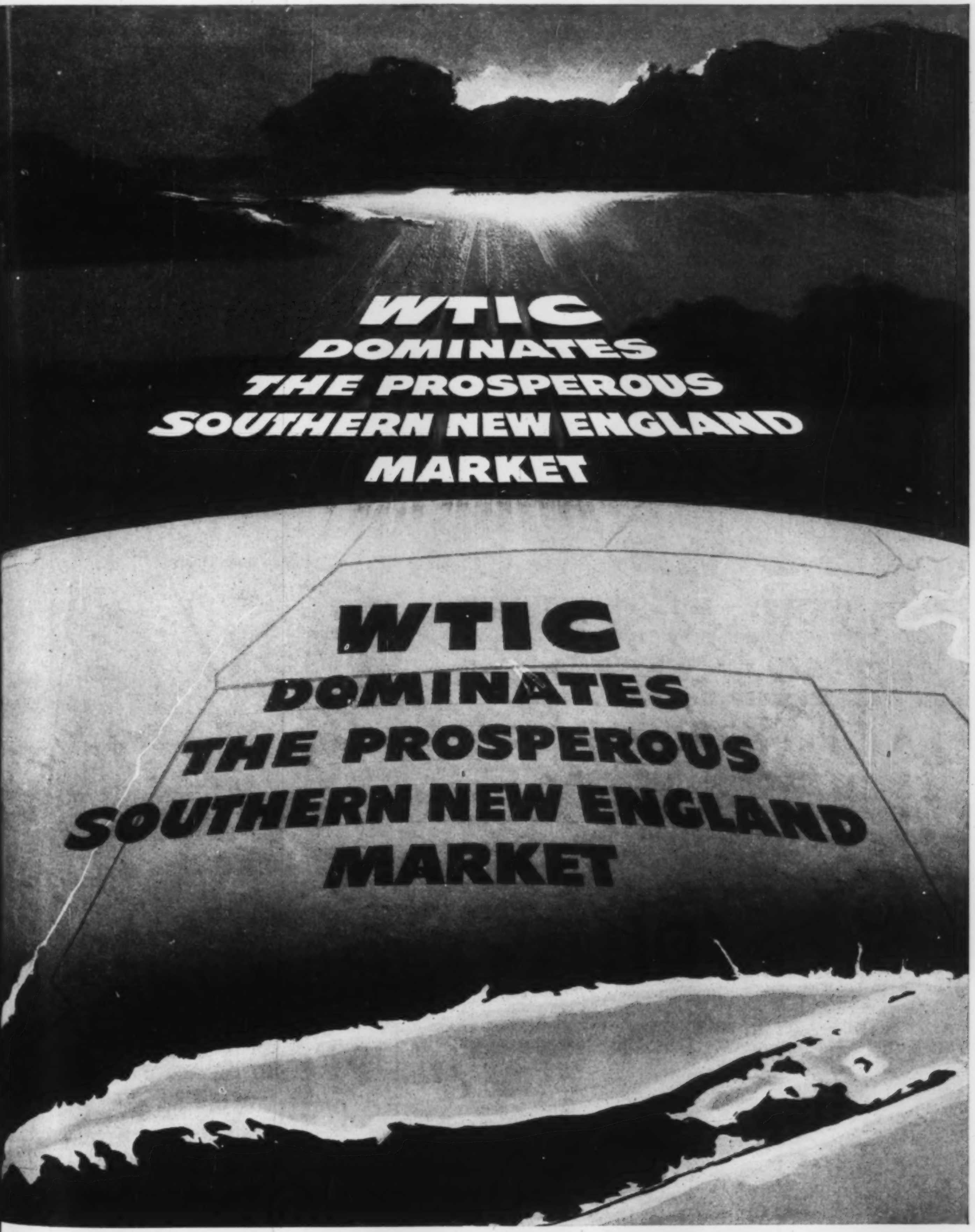
DOING YOUR JOB
...profitably!

MORE ADVERTISERS, LOCAL AND NATIONAL, BUY MORE TIME ON KLZ THAN ANY OTHER DENVER STATION!

Shown here are some of the significant awards which have come to KLZ in recent years for outstanding public service, programming, merchandising and promotion.

CONNECTICUT (Continued)

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel		Representati Transc. Libra News Servi
BRISTOL	WBIS 1948	1440 500-D	The Bristol Bcstg. Co 157 Main St.	......	Dr. Benjamin Sachner, Pres.	Earle Clement, Station Mgr.	Standard UP
DANBURY	WLAD 1947	800 250-D	Berkshire Bcstg. Corp. 207 Main St. 8-0580	......	Joseph M. Mathers, Coml. Mgr.	Jerry Arthur, Prog. Dir.	McGeehan & O'Mara World, S UP
HARTFORD 1	WCCC 1947	1290 500-D	Greater Hartford Bcstg. Inc. Bond Hotel 5-6648	......	Wm. Savitt, Pres. Harry Le Brun, Gen. & Prom. Mgr. Raymond Dower, Coml. Mgr.	Walter Neilsen, Prog. Dir. Howard Wessenberg, Chief Engr.	Rambeau Assoc. UP
HARTFORD 4	WDRC 1922	1360 5,000	The Connecticut Bcstg. Co. 750 Main St. 7-1188	CBS	Franklin M. Doolittle, Pres. Walter B. Haase, Mgr. William F. Malo, Coml. & Prom. Mgr.	Harvey H. Olson, Prog. Dir. Italo A. Martino, Chief Engr.	Raymer UP
HARTFORD 4	WONS 1935	1410 5,000	Yankee Network 54 Pratt St. 7-9131	MBS Yankee	William O'Neil, Pres. Robert Manby, Gen. Mgr. Linus Travers, Coml. Mgr.	Ralph Klein, Prog. Dir. Jan Sundeen, Prom. Mgr. Rogers B. Holt, Chief Engr.	Petry UP
HARTFORD 5	WTHT 1936	1230 250	The Hartford Times, Inc. 555 Asylum St. 2-0237	ABC Conn-State	C. Glover DeLaney, Gen. Mgr. Leonard R. Schoenfeld, Coml. Mgr. Richard K. Blackburn, Asst. Mgr.	Phillip Becker, Prog. Dir. Ralph S. Silver, Jr., Prom. Mgr. Charles S. Masini, Chief Engr.	McKinney Standard AP, Reuters
HARTFORD 15	WTIC 1925	1080 50,000	Travelers Bcstg. Service Corp. 26 Grove St. 2-3181	NBC New England	Jesse W. Randall, Pres. Paul W. Moreny, V.P. & Gen. Mgr. Walter Johnson, Asst. Gen. Mgr. & Sales Mgr.	Leonard J. Patricelli, Prog. Dir. Bernard Mullins, Dir. Pub. Rel. Hermand D. Taylor, Chief Engr.	Weed Lang-Worth Thesaurus AP, INS TP
MERIDEN (MIDDLETOWN)	WMMW 1947	1470 1,000-D	Silver City Crystal Co. Inc. 8½ W. Main St., Meriden 2600 505 Main St., Middletown 4920	......	Carl A. Schultz, Pres. Ralph D. Kanna, Gen. Mgr. Gustave A. Kruttschnitt, Coml. Mgr.	Carl W. Schultz, Prom. Mgr. Gabriel Langfelder, Chief Engr.	Thesaurus UP
MIDDLETOWN	WCNX 1948	1150 500-D	Middlesex Bcstg. Co. 279 Main St.	......	Richard J. O'Brien, Pres. Elmer S. Hubbell, V.P.		
NEW BRITAIN	WHAY (Construction	910 5,000 permit)	Central Connecticut Bcstg. Co. 87 W. Main St.				
NEW BRITAIN	WKNB 1945	840 1,000-D	New Britain Bcstg. Co. 213 Main St. 3-3603	......	Julian Gross, Pres. Elliott Miller, Gen. Mgr. Peter B. Kenney, Coml. Mgr.	William Atkinson, Chief Engr.	Young Associated Lang-Worth AP
NEW HAVEN 10	WAVZ 1946	1260 1,000-D	New Haven Broadcasting Corp. 152 Temple St. 7-0171	......	Lester C. Flood, Chief Owner & Gen. Mgr. Edward S. Minor, Pres.	Murray L. Grossman, Coml. Prom. Mgr., & Secy. Roy Hemming, Prog. Supvsr.	World UP
NEW HAVEN 10	WELI 1935	960 1,000	Conn. Radio Foundation Inc. 221 Orange St. 8-1133	ABC	Harry C.Wilder, Pres. Richard W. Davis, Gen. Mgr. Edwin H. Schweitzer, Coml. Mgr.	Charles H. Wright, Prog. Dir. Rudy Frank, Prom. Mgr. Fred King, Chief Engr.	Headley-Reed Lang-Worth, SESAC UP
NEW HAVEN 10	WNHC 1944	1340 250	Elm City Bsctg. Co. 1110 Chapel St. 8-0196	Conn-State	Patrick J. Goode, Pres. James T. Milne, Gen. Mgr.	Vincent Callanan, Coml. Mgr. V. De Laurentis, Chief Engr.	Rambeau Standard AP
NEW LONDON	WNLC 1936	1490 250	The Thames Bcstg. Corp. 281 State St. 2-4365	ABC-MBS Yankee Conn-State	Gerald J. Morey, Pres. & Tech. Dir. Roderick L. Morey, V. P. & Secy.	Leslie S. Morson, Mgr. & Prog. Dir. Leo B. Keegan, Coml. Mgr. Jane C. Cobb, Prom. Mgr.	AP
NORWALK	WNLK 1947	1350 500-D	Norwalk Broadcasting Co. Main & Wall Sts. 6-2542	......	Benjamin Ginzburg, Pres. & Gen. Mgr. Jeremy Marcus, Coml. & Prom. Mgr.	Milton Warren, Prog. Dir. Charles W. Winter, Jr., Chief Engr.	Associated UP
NORWICH	WNOC 1946	1400 250	Norwich Bcstg. Co. 91 Main St. 3325	KBS	H. Ross Perkins, Pres., Gen. Mgr. Phillip Rubin, Coml. Mgr. T. A. Perkins, Prog. Dir.	Kay Bruce, Prom. Mgr. John D. Benson, Chief Engr.	Rambeau SESAC AP
STAMFORD	WSTC 1941	1400 250	Western Conn. Bcstg. Co. 270 Atlantic St. 4-7575	ABC Conn-State	Kingsley Gillespie, Pres. Julian Schwartz, Gen. Mgr. Wharton Ford, Coml. Mgr.	Ernest Hartman, Prog. Dir. Edward Markman, Chief Engr.	McKinney World UP
TORRINGTON	WLCR 1948	990 1,000-D	Litchfield County Radio Corp. 23 Main St. 4173	......	J. Richard Dobbins, Pres., Prom. Mgr. Francis Martin, Jr., Gen. Mgr.	Earl Smedick, Coml. Mgr. James Cipriano, Prog. Dir. Alfred Pallokat, Chief Engr.	Sears & Ay World UP
TORRINGTON	WTOR 1947	1490 250	Torrington Bcstg. Co. 93 Main St. 4181	Conn-State	Joseph R. Schifini, Pres. James Parker, Gen. Mgr. Joseph X. O'Hara, Coml. & Prom. Mgr.	Richard C. Kilbourn, Prog. Dir. T. Webster Hitchcock, Chief Engr.	Continental Capitol INS
WATERBURY 86	WATR 1934	1320 1,000	The WATR Co., Inc. 440 Meadow St. 3-5161	ABC Conn-State	Harold Thomas, Pres. Sam Elman, Gen. & Coml. Mgr.	Edmund Waller, Prog. Dir. Wallace Gordon, Prom. Mgr. Russell Jensen, Chief Engr.	Rambeau UP
WATERBURY 89	WBRY 1934	1590 5,000	American-Republican, Inc. 136 Grand St. 3-1125	CBS	William J. Pape, Pres. J. Maxim Ryder, Mgr. & Prom. Mgr. Harry DeVorken, Coml. Mgr.	Walter O. Howard, Prog. Dir. Frank B. Hales, Chief Engr.	Avery-Knod World AP
WATERBURY 32	WWCO 1946	1240 250	Mattatuck Broadcasting Co. 119 W. Main St. 4-5141	MBS Yankee	Milton H. Meyers, Pres. & Gen. Mgr. Mort Silverman, Coml. Mgr.	Robert Gillespie, Prog. Dir. Don Brennan, Chief Engr.	Forjoe Thesaurus AP


WTIC
DOMINATES
THE PROSPEROUS
SOUTHERN NEW ENGLAND
MARKET
WTIC
DOMINATES
THE PROSPEROUS
SOUTHERN NEW ENGLAND
MARKET

Paul W. Morency, Vice-Pres.—Gen. Mgr. **Walter Johnson, Asst. Gen. Mgr.—Sales Mgr.**

WTIC's 50,000 WATTS REPRESENTED NATIONALLY BY WEED & CO.

DIRECTORY OF STANDARD BROADCASTING STATIONS OF THE UNITED STATES

**—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. SH—Specified Hours. U—Unlimited. CP—Construction Permit Issued*
LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.
(Data corrected to December 6, 1948)

DELAWARE

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel		Representative Transc. Library News Service
DOVER	WDOV 1948	1410 1,000-D	William C. Evans Dover 3063		William Courtney Evans, Pres. & Gen. Mgr. Jacob A. Marti, Coml. Mgr. William Freed, Asst. Coml. Mgr.	Larry Dietz, Prog. Dir. Russell Lee, Chief Engr.	Capitol Cole AP
WILMINGTON	WAMS 1948	1380 1,000 ST-WAWZ	Wilmington Tri-State Bcstg. Co. 414 French St. 4-8881	MBS	Frank S. Carrow, Pres. George L. Sutherland, Exec.-V.P., Gen. & Coml. Mgr.	John F. Gibbons, Prog. Dir. & Prom. Mgr. Herebrt Eckstein, Chief Engr.	Weed Lang-Worth Standard AP, TP
WILMINGTON 28 ...	WDEL 1922	1150 5,000	WDEL Inc. 10th & King Sts. 7268	NBC	Clair R. McCollough, Sta. Exec. J. Gorman Walsh, Gen. Mgr. J. Robert Gulick, Natl. Sales Mgr.	Harvey C. Smith, Prog. Dir. James Adshead, Prom. Mgr. J. E. Mathiot, Chief Engr.	Meeker World UP
WILMINGTON	WILM 1922	1450 250	Delaware Bcstg. Co. 920 King St. 4-7771	ABC	Alfred G. Hill, Pres. Francis H. Brinkley, V.P. & Gen. Mgr. Francis X. Gallagher, Prog. Dir.	William P. Frank, Prom. Mgr. Edwin C. Kennedy, Chief Engr.	Young Lang-Worth AP
WILMINGTON	WTUX 1947	1290 500-D	Port Frere Broadcasting Co. 1326 Market St. 5-8821	......	Gordon R. MacIntosh } Owners Howard R. Robinson } Gordon R. McIntosh, Pres. Howard R. Robinson, Gen. Mgr.	Sidney Schulman, Coml Mgr. Wayne Neuhaus, Chief Engr.	Forjoe World AP

Delaware's Home Owned & Operated Station

WAMS

1,000 WATTS - MUTUAL NETWORK

Wilmington, Delaware

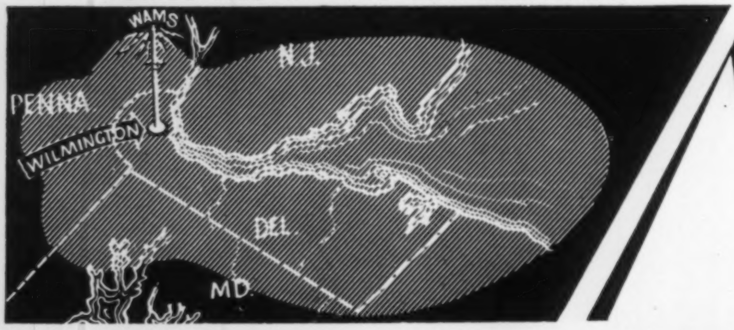
35th LARGEST WHOLESALE MARKET IN THE U. S. A.

DAY and NIGHT

1380 KC

The only Delaware station with a directional antenna pattern *Designed* to blanket the 53rd Metropolitan Area in the United States. 1000 watts, 6 miles northwest of Wilmington is *Directionally beamed* southeast to radiate 5000 - 6000 watts over the entire Wilmington Area, Downstate Delaware, *PLUS* Southern New Jersey and parts of Maryland and Pennsylvania. 225,000 RADIO HOMES ARE IN THIS BLANKET AREA.

Plus
Budget Buy
WAMS-FM
20,000 Watts
96.1 MCS
18,000 Homes FM Equipped. The only FM station on the air.

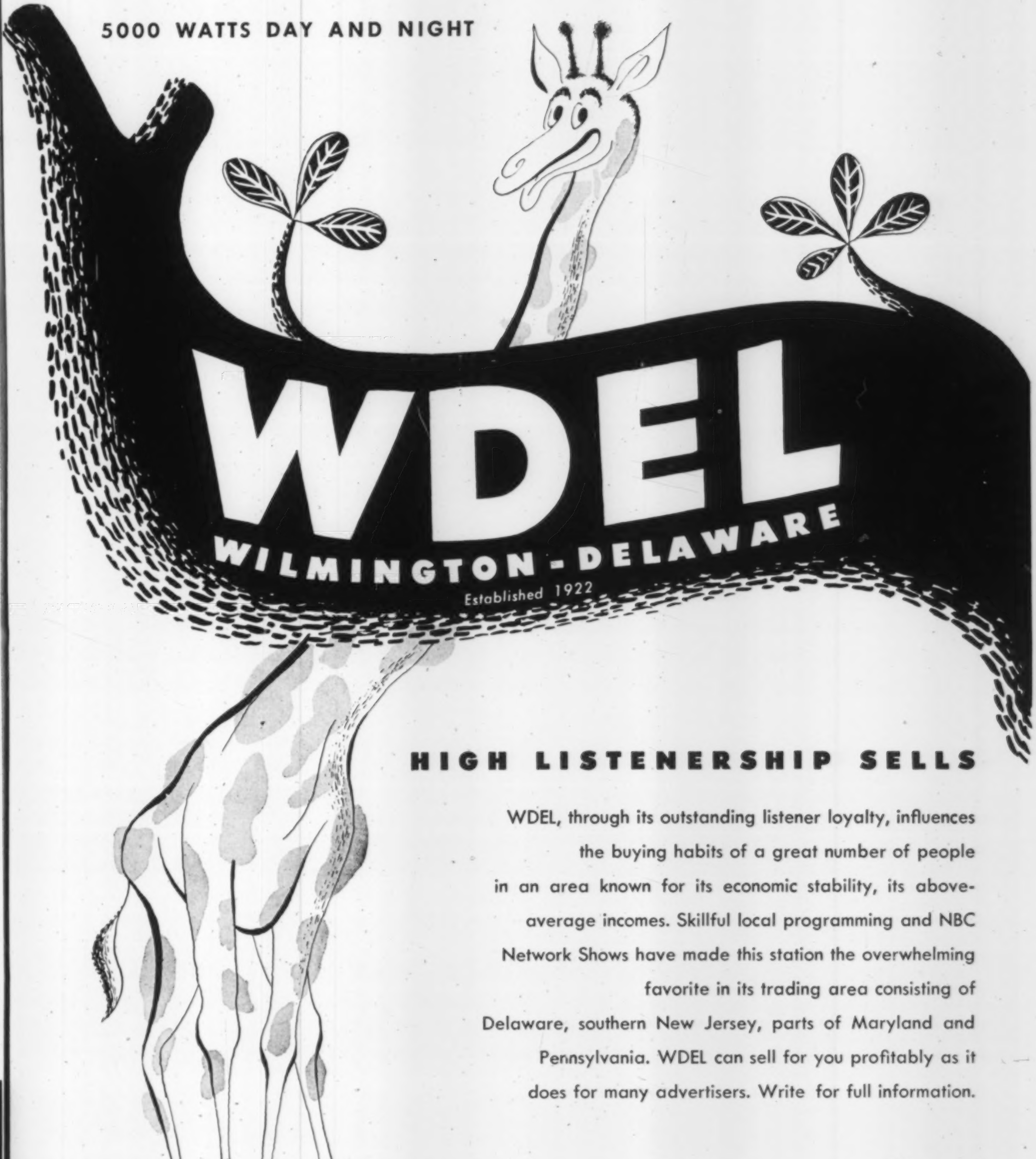


WHY PAY FOR COVERAGE THAT IS WASTED

Buy **WAMS**

George L. Sutherland, *Vice Pres. and General Mgr.*
REPRESENTED NATIONALLY BY
WEED & COMPANY

5000 WATTS DAY AND NIGHT



HIGH LISTENERSHIP SELLS

WDEL, through its outstanding listener loyalty, influences the buying habits of a great number of people in an area known for its economic stability, its above-average incomes. Skillful local programming and NBC Network Shows have made this station the overwhelming favorite in its trading area consisting of Delaware, southern New Jersey, parts of Maryland and Pennsylvania. WDEL can sell for you profitably as it does for many advertisers. Write for full information.

STEINMAN STATION

Represented by

ROBERT MEEKER ASSOCIATES

New York San Francisco Chicago Los Angeles

NBC AFFILIATE

**—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. SH—Specified Hours. U—Unlimited. CP—Construction Permit Issued. LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.*
(Data corrected to December 6, 1948)

DISTRICT OF COLUMBIA

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel		Representatives Transc. Library News Service
WASHINGTON 1	WINX 1940	1340 250	WINX Broadcasting Co. (Transfer pending) 8th & Eye Sts. N.W. Republic 8000	......	Charles Trippe, Coml. Mgr. George Creamer, Prog. Dir Marion Cedarblade, Pub Dir.	Ralph Cannon, Jr., Chief Engr.	Headley-Reed Standard Associated Lang-Worth AP, UP
WASHINGTON 5	WMAL 1925	630 5,000	Evening Star Bcstg. Co. 724 14th St., N.W. National 5400	ABC	S. H. Kauffmann, Pres. K. H. Berkely, V.P. & Gen Mgr. Fred Shawn, Mgr. Bdcst Opns.	Ben B. Baylor, Jr., Coml. Mgr. Frank Harvey, Chief Engr.	ABC Spot Associated, Standard AP, UP
WASHINGTON 6	WOL 1924	1260 5,000	Cowles Broadcasting Co. 1627 K St., N.W. Metropolitan 0010	MBS	Gardner Cowles, Pres. Phil Hoffman, Gen. Mgr. Arden Swisher, Coml. Mgr.	L. B. Lindquist, Prog. Dir. Jack Hardesty, Prom. Mgr. Harold Reed, Chief Engr.	Katz Associated AP, UP
WASHINGTON 8	WQQW 1947	570 1000-D	Radio Station WQQW Inc. 2627 Connecticut Ave., N.W. Columbia 6331	......	Morris Rodman, Pres. M. Robert Rogers, Gen. Mgr. Perry Walders, Coml. Mgr.	Pierson Underwood, Prog Dir. Robert B. Martin, Chief Engr.	Rambeau Standard World AP
WASHINGTON 5	WRC 1923	980 5,000	National Broadcasting Co. Trans-Lux Bldg. Republic 4000	NBC	Niles Trammell, NBC Pres. Frank M. Russell, V.P.-in-Charge Wm. R. MacAndrew, Asst. to V.P. Mahlon A. Glascock, Dir. of Sales	George Y. Wheeler, Dir. of Prog. Lorin Myers, Prom. Mgr. Donald Cooper, Chief Engr.	NBC Spot Thesaurus, Standard Associated AP, UP, INS
WASHINGTON 4	WTOP 1932	1500 50,000	WTOP Inc. Warner Bldg. Metropolitan 3200	CBS	John S. Hayes, Gen. Mgr. Robert McGeedy, Coml. Mgr.	Cody Pfanstiehl, Prom. Mgr. Clyde Hunt, Chief Engr.	Radio Sales AP, UP
WASHINGTON 6	WWDC 1941	1450 250	Capital Broadcasting Co. 1000 Connecticut Ave., N.W. National 7203	......	Joseph Katz, Pres. & Owner Ben Strouse, Gen. Mgr. Helen Mobberly, Coml. Mgr. & Natl. Sales Rep.	Norman Reed, Prog. Dir. Ross Beville, Chief Engr.	Forjoe Thesaurus, Standard AP, UP
WASHINGTON .... **(Alexandria, Va.)**	WPIK 1945	730 1,000-D	Potomac Bcstg. Corp. 523 First St., Alexandria, Va. Overlook 3000	......	Howard B. Hayes, Pres. & Gen. Mgr. Carl L. Lindberg, V.P. & Chief Engr.	Henry Z. Ungar, Coml. Mgr.	Lang-Worth World AP

AN ASSURED AUDIENCE in THE NATION'S CAPITAL

WCFM
99.5 MEGACYCLES
ON YOUR FM DIAL

40,000 OWNER-LISTENERS*

prefer the Static-Free Reception of Washington's 20,000 Watt FM Station

SALES REPRESENTATIVES

CONTINENTAL RADIO SALES
New York • Philadelphia • Chicago

West Coast
WALTER BIDDICK COMPANY
Los Angeles • San Francisco • Seattle

WCFM

WASHINGTON 6, D. C.

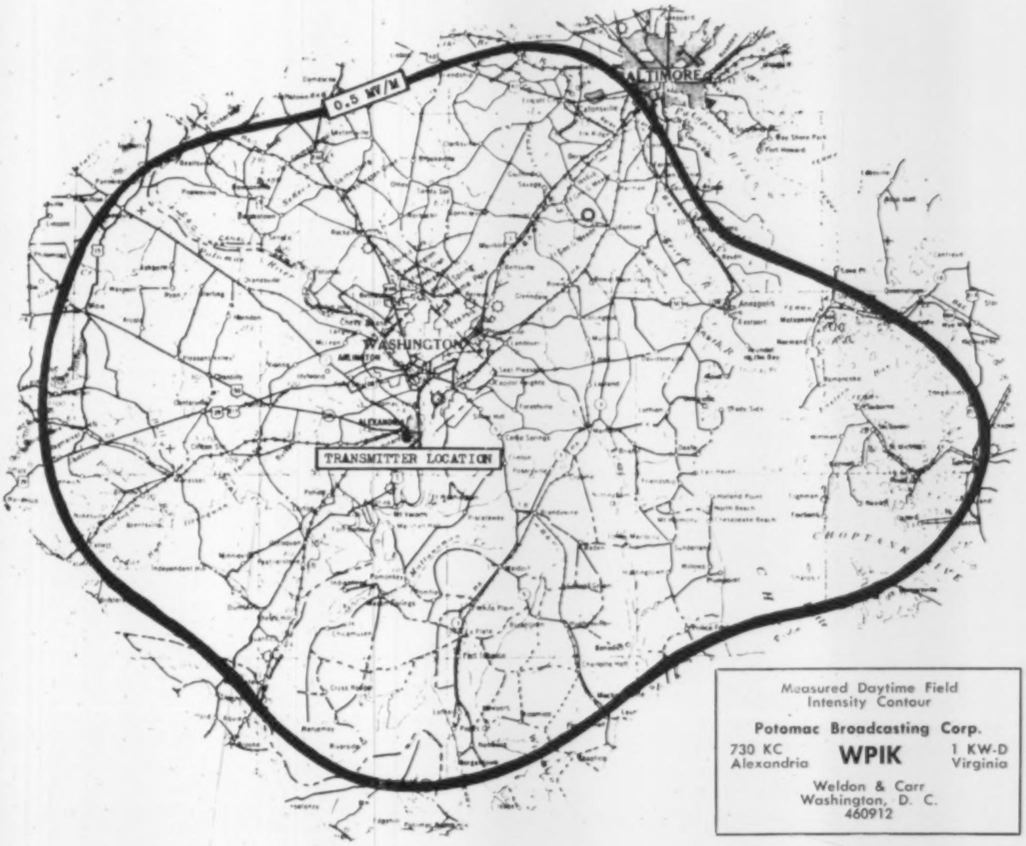
* Controlling interest is held by Washington's Cooperatives, whose active membership numbers more than 40,000 people.

WPIK—"THE OLDEST 1000 WATT INDEPENDENT IN METROPOLITAN WASHINGTON"

- 730 ON THE DIAL where a low power rate buys high-power coverage
- Transmitter site KNEE-DEEP IN WATER, only seven miles from the heart of metropolitan WASHINGTON, D. C., assures constant powerful signal
- 50 MILES RADIUS primary service area includes 373,941 homes, housing 1,363,758 radio listeners
- EXCLUSIVE BROADCAST fourth consecutive season Washington Senators daytime Baseball Games
- More listeners, more results for less money

WRITE, WIRE OR PHONE **WPIK**

"The Sunshine Station for the Capitol of the Nation"



Measured Daytime Field
Intensity Contour

Potomac Broadcasting Corp.

730 KC
Alexandria

WPIK

1 KW-D
Virginia

Weldon & Carr
Washington, D. C.
460912

W

WASHINGTON'S

P

PREFERRED

I

INDEPENDENT

K

KILOWATT

DISTRICT OF COLUMBIA—(Continued)

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel		Representative Transc. Library News Service
WASHINGTON .... **(Arlington, Va.)**	WARL 1946	780 1,000-D	Northern Va. Bcstrs. Inc. Box 391, Arlington, Va. Owens 7800	......	R. Kilbourne Castell, Frank U. Fletcher—Co-owners Raymond W. Baker, Station Mgr.	William W. Jefferay, Coml. Mgr. Ray L. Hutchinson, Prog. Dir. John E. Strong, Chief Engr.	Burn-Smith Capitol Standard UP
WASHINGTON .... **(Arlington, Va.)**	WEAM 1947	1390 5,000	Arlington-Fairfax Bcstg. Co. 2030 N. 16th St., Arlington Owens 7100	......	Harold H. Thoms, Pres. Howard Stanley, Gen. & Coml. Mgr.	Matthew Warren, Prog. Dir. Al Goldenberg, Chief Engr.	Young Lang-Worth AP
WASHINGTON .... **(Bethesda-Chevy Chase, Md.)**	WBCC 1947	1120 250-D	Broadcast Management Inc. Bethesda, Md. Oliver 2800	......	Willard D. Egolf, Pres. John Haskell, Coml. Mgr.	Grace Campbell Egolf, Prog. Dir. Vernon Story, Chief Engr.	Associated Lang-Worth UP
WASHINGTON .... **(Falls Church, Va.)**	WFAX 1948	1220 250-D	Lamar A. Newcomb Box L, Falls Church, Va. Falls Church 0900	......	Lamar A. Newcomb, Pres. & Gen. Mgr. James S. Hollins, Coml. Mgr.	Genevieve Newcomb, Prog. Dir. Bob Hanesworth, Prom. Mgr. Paul Malik, Chief Engr.	Thesaurus UP
WASHINGTON .... **(Silver Spring, Md.)**	WGAY 1946	1050 1,000-D	Tri-Suburban Bcstg. Corp. Silver Spring, Md. Shepherd 1050	......	John W. Kluge, Pres. Joseph L. Brechener, Gen. & Coml. Mgr.	Ernest Tannen, Prog. Dir. Nicholas J. Chaconas, Chief Engr.	Walker World AP
WASHINGTON .... **(Silver Spring, Md.)**	WOOK 1947	1590 1,000-D	United Broadcasting Co. 1143 Conn. Ave., N.W. Sterling 7265	......	Richard Eaton, Pres., Gen. & Coml. Mgr.	Albert Lamphear, Prog. Dir. Jas. N. Gilbert, Chief Engr.	Lang-Worth

FLORIDA

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel		Representative Transc. Library News Service
BELLE GLADE	WSWN 1947	900 1,000-D	**Seminole Broadcasting Co** Scarborough Bldg. 155	KBS	Tom Watson Jr., Pres. & Gen. Mgr. Mary Foy, Coml. Mgr.	C. S. Clemans, Chief Engr.	World Associated UP
BRADENTON	WDHL 1946	1490 250	**Manatee Bcstg. Co. Inc.** Memorial Pier 37-561	KBS	L. E. Jackobson, Pres. & Gen. Mgr. Jerry Baker, Prog. Dir.	Arthur Betts, Chief Engr.	Associated AP
CLEARWATER	WCLE 1947	680 1,000-D	Clearwater Broadcasting Co. Inc. P.O. Box 1139 2573	......	Houston Cox Jr., Pres. & Gen. Mgr. Jack Nino, Coml. Mgr. Frank Parker, Prog. Dir.	Mary Roberts, Prom. Mgr. Harold Legg, Chief Engr.	Holman Associated AP
CLEARWATER	WTAN 1948	1340 250	Clearwater Radio Broadcasters Inc. P.O. Box 1109 2560	KBS	Otis E. Pruitt, Pres. Denzil Pulley, Gen. Mgr. C. A. McKay, Coml. Mgr.	Jim Brownell, Prog. Dir. L. H. Falconnier, Prom Mgr. John Callan, Chief Engr.	McGillvra MacGregor UP
CORAL GABLES	WBAY 1947	1490 250	**Atlantic Shores Bcstg. Ltd.** 322 Aragon 831611	......	James A. Brown } Ronald C. Johnson } Partners Ronald C. Johnson, Mng. Dir. J. A. Brown, Gen. Mgr.	R. W. Standart, Prom. Mgr. & Coml. Mgr. Bert Graulich, Prog. Dir. Walter Kinney, Chief Engr.	McGillvra Cole Associated Standard UP
CORAL GABLES 38..	WVCG 1948	1070 1,000-D	Peninsular Broadcasting Corp. 223 Aragon Ave.	......	George W. Thorpe, Pres. & Gen. & Coml. Mgr. Edward S. Gaylor, Prog. Dir.	Warren Sinot, Prom. Mgr. Edward M. Vickers, Chief Engr.	Associated AP
CRESTVIEW	WCNU 1948	1010 1,000-D	Gulf Shores Bcstg. Co. Box 486 3511	KBS	Cyril W. Reddoch, Pres. John B. McCrary, Gen. Mgr. D. Grady O'Neal, Coml. Mgr.	Sam Townsend, Prog. Dir. Franklin Prestwood, Chief Engr.	Lang-Worth AP
DAYTONA BEACH ..	WMFJ 1935	1450 250	W. Wright Esch 444 N. Beach St. 6491	ABC	W. Wright Esch, Chief Owner Billie B. Esch, Gen. Mgr. Ray Clancy, Sta. Mgr.	John S. Pitts, Coml. Mgr. Webster Ellenwood, Chief Engr.	McGillvra Lang-Worth INS
DAYTONA BEACH ..	WNDB 1948	1150 1000-D	News-Journal Corp. 128 Orange Ave. 3601	......	Julius Davidson, Pres. Jerry Stone, Gen. Mgr.	John H. Cummins, Coml. Mgr. Fred F. Moore, Chief Engr.	Perry World Standard AP
DAYTONA BEACH ..	WROD 1947	1340 250	Daytona Beach Broadcasting Corp. Box 991 4626	MBS	E. J. Sperry, Pres. & Gen. Mgr. R. Y. Huffman, Coml. Mgr.	F. A. Scott, Chief Engr.	Associated UP
DE LAND...........	WDLF 1948	1490 250	Lyle Van Valkenburgh 220 E. Hubbard Ave. 1290	......	Lyle Van, Pres. Lynn Gearhart, Sta. Mgr. Maj. R. L. Clinton, Jr., Bus. Mgr.	Michael Davis, Prog. Dir. Lauren Mickle, Chief Engr.	Associated AP
EUSTIS	WEUS 1948	790 1,000	Lake County Broadcasters 32 Magnolia Ave. 394	KBS	Frank W. Stebbins, Pres., Gen., Coml, & Prom. Mgr.	Walter E. Barden, Prog. Dir. Martin C. Kirkland, Chief Engr.	Rural Radio Lang-Worth Standard AP
FT. LAUDERDALE ..	WFTL 1946	1400 250	Gore Pub. Co. 100 E. Las Olas Blvd.		J. W. Dickey, Exec. V.P. Robert Standart, Gen. & Coml. Mgr.	Paul Taylor, Prog. Dir. & Prom. Mgr. Howard Sheets, Chief Engr.	World UP
FT. LAUDERDALE ..	WSLN (Construction permit)	1580 250-D	Geo. D. Gartland	......			

FLORIDA (Continued)

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel		Representatives Transc. Library News Service
ORT MYERS	WINK 1940	1240 250	Fort Myers Broadcasting Co. 54 E. First St. 818	CBS KBS	Arthur McBride, Pres. A. J. Bauer, Gen. Prom. & Coml. Mgr. Daniel Sherby, V.P.	Betty Whitefield, Prog. Dir. John Vance Jr., Chief Engr.	Lorenzen & Thompson Associated AP
ORT PIERCE	WIRA 1946	1400 250	Indian River Bcstg. Co. Melody Lane 870	MBS	Douglas Silver, Pres. & Gen. Mgr. Marjorie B. Silver, Coml. Mgr.	John Sadler, Prom. Mgr. & Prog. Dir. James Sowinski, Chief Engr.	Standard UP
INESVILLE	WGGG 1948	1230 250	Alachua County Bcstg. Co. 1230 Waldo Rd. 1230	......	R. M. Chamberlain, Pres., Gen. Mgr. & Chief Engr. Gordon K. Hemby, Coml. Mgr.	Guy Hamilton, Prog. Dir.	Friedenberg Capitol Associated AP
NESVILLE 2	WRUF 1928	850 5,000	University of Florida Gainesville 2000	MBS	Maj. Garland Powell, Dir. Paul Acosta, Coml. Mgr. James J. Sharp, Prog. Dir.	Sewell Brown, Prod. Mgr. Duane F. McConnell, Chief Engr.	Burn-Smith Lang-Worth SESAC AP
LLYWOOD	WINZ 1946	940 1,000	Hollywood Bcstg. Co. Inc. 300 Lincoln Rd. Miami Beach, Fla. Miami-5-3191	......	Jonas Weiland, Pres. M. J. Weisfeldt, Coml. & Prom. Mgr.	Dennis D. Kirwan, Prog. Dir. E. Watkins, Chief Engr.	Perry Lang-Worth AP
CKSONVILLE	WIVY 1948	1050 1000-D	WIVY, Inc. 135 Riverside Ave. 4-7722	......	Frank L. Denton, Pres., Prom. Mgr. & Chief Engr. L. Frank Jones, Gen. & Coml. Mgr.	L. Derwood Carn, Prog. Dir.	MacGregor World INS
CKSONVILLE 2 ..	WJAX 1926	930 5,000	City of Jacksonville #1 Broadcast Place 4-1681	NBC	George A. Pierce, Commissioner John T. Hopkins III, Gen., Coml. & Prom. Mgr. & Chief Engr.	Evelyn Boote, Prog. Dir.	Blair Cummings Thesaurus Associated AP
CKSONVILLE 1 ..	WJHP 1940	1320 5,000	The Metropolis Co. 506 Laura St. 4-7711	MBS	John Perry, Pres. C. S. Veal, Gen., Coml. Mgr. & Prog. Dir.	Joan Palmer, Prom. Mgr. Beecher Hayford, Chief Engr.	Perry Lang-Worth Associated UP

VACATION LAND SUMMER AND WINTER

WMFJ

FIRST RADIO STATION IN

DAYTONA BEACH, FLA.

Affiliated with the American Broadcasting Company

JOSEPH HERSHEY McGILLVRA, INC.,
NATIONAL REPRESENTATIVES

ROBERT S. KELLER,
AGENCY COORDINATOR

DIRECTORY OF STANDARD BROADCASTING STATIONS OF THE UNITED STATES

*—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. SH—Specified Hours. U—Unlimited. CP—Construction Permit Issuec
LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.
(Data corrected to December 6, 1948)

FLORIDA (Continued)

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel		Representa Transc. Lib News Ser
JACKSONVILLE 7 ..	WMBR 1927	1460 5,000	Florida Bcstg. Co. 605 S. Main St. 9-4477	CBS	Frank King, Pres. & Gen. Mgr. Glenn Marshall Jr., Coml. Mgr. Roger Van Duzer, Prog. Dir.	Ted Chapeau, Prom. Mgr. E. B. Vordermark, Chief Engr.	Avery-Kno Associated UP
JACKSONVILLE 2 ..	WOBS 1948	1360 1,000-D	Southern Radio and Equipment Co. 10 E. Forsyth St. 6-4231	......	Jack R. Sharpe, Pres. Ed. Sharpe, Gen. Mgr. Mark Thompson, Coml. Mgr.	Larry Scarborough, Prog. Dir. James Macri, Prom. Mgr. William Askew, Chief Engr.	Forjoe Capitol AP
JACKSONVILLE 1 ..	WPDQ 1942	600 5,000	Jacksonville Bcstg. Corp. Gulf Life Bldg. 4-4421	ABC	Linton D. Baggs Jr., V. P. Robert R. Feagin, Gen. Mgr. Frank Taylor, Jr., Coml. Mgr.	Bernie Adams, Prog. Dir. Lillian Nunn, Prom. Mgr. James R. Donovan, Chief Engr.	Katz Standard AP
JACKSONVILLE BEACH	WJVB 1947	1010 250-D	Jacksonville Beach Broadcasting Co. 211 1st Ave. North 1072	KBS	Reggie Martin, Pres., Gen. & Coml. Mgr. Hal King, Prog. Dir.	Lester Combs, Prom. Mgr. W. Lewis Evenden, Chief Engr.	Friedenbe Capitol AP
KEY WEST	WKWF 1945	1600 500	John M. Spottswood Stock Island 510	MBS KBS	John M. Spotswood, Pres., Genl. & Coml. Mgr. Ruth Newton, Prog. Dir.	Homer Harris, Chief Engr.	Walker Thesauru UP
LAKE CITY	WDSR 1946	1340 250	Deep South Radioways 126 N. Marion St. 525	......	Alfred H Temple, Principal Partner & Gen. Mgr.	Thomas M. Colton, Coml. Mgr. Owen W. Parnacott, Prog. Dir.	Associatec AP
LAKELAND	WLAK 1936	1430 1,000	Lakeland Broadcasting Corp. 1412 E. Lime St. 2127	NBC	S. O. Ward, Pres., Gen. & Prom. Mgr. Bill Reeves, Asst. Mgr. & Prog. Dir.	Powell Adams, Coml. Mgr. William P. Lee, Chief Engr.	Pearson Thesauru PN
LAKE WORTH	WEAT 1948	1490 250	**Lake Worth Broadcasting Corp.** **North Dixie Highway** 1200	NBC	C. L. Menser, Pres. Matt F. Gettings, Gen. & Coml. Mgr.	James Wright, Prog. Dir. Richard Spruill, Chief Engr.	Lorenzen & Thomps Associatec AP
LEESBURG	**WLBF** **1947**	**1240** **250**	**Lake Broadcasting Co.** Lassister-Ware Bldg. 554	**KBS**	P. C. Gorman, Pres. W. E. Harkness, Gen. Mgr. Earle Broome, Coml. Mgr.	Donn Colee, Prog. Dir. Charles Castle, Chief Engr.	Thesauru Capitol UP
LIVE OAK	WNER (Construction permit)	1450 250	John A. Boling	......	**John A. Boling, Owner**		
MARIANNA	WTYS 1948	1340 250	John H. Phipps Marianna 650	......	John H. Phipps, Pres. Fred U. Wamble, Gen. & Coml. Mgr. Lucille W. Wamble, Prog. Dir.	Susan G. Thames, Prom. Mgr. Christian Reuter, Chief Engr.	Lang-Wor Standard AP
MELBOURNE	WMMB 1948	1050 250-D	Melbourne Bcstg. Corp. Box 235 575	......	William Shakespeare, Jr., Pres. T. B. Newsom, Jr., Gen. Mgr. Maud Newsom, Coml. Mgr.	Victoria Martin, Prom. Mgr. Kenneth R. Waltz, Chief Engr.	World Standard UP
MIAMI	WFEC (Construction permit)	1220 250-D	Florida East Coast Broadcasting Co. 627 NW 20th Ave.	......			
MIAMI 36	WGBS 1939	710 50,000-LS 10,000-N	The Fort Industry Co. 1605 Biscayne Blvd. 9-2401	CBS	George B. Storer, Pres. Stanton B. Kettler, V.P. In Charge of Operations	Miller N. Babcock, Coml. Mgr. Ewald Kockritz, Prog. Dir Frank Jaffe, Prom. Mgr. A. W. Shropshire, Chief Engr.	Katz Lang-Wort Thesaurus AP
MIAMI 30	WIOD 1926	610 5,000	Isle of Dreams Bcstg. Co. 600 Biscayne Blvd. 3-6444	NBC	Daniel J. Mahoney, Pres. James M. LeGate, Gen. Mgr. Robert L. Fidlar, Coml. Mgr.	Scott Bishop, Prog. Dir. Martha Henriquez, Prom. Mgr. M. C. Scott, Chief Engr.	Hollingbery Cummings Standard Associated AP, UP, I
MIAMI	WMIE 1948	1140 10,000-LS 5,000-N	Sun Coast Broadcasting Corp. Everglades Hotel 3-5556	......	Mitchell Wolfson, Pres. Robert G. Venn, Gen. Coml. & Prom. Mgr.	Ted Anthony, Prog. Dir. Earl Lewis, Chief Engr.	Forjoe Associated INS
MIAMI 31	WQAM 1920	560 5,000-LS 1,000-N	Miami Broadcasting Co. 327 NE First Ave. 2-6121	ABC	John S. Knight, Pres. Owen F. Uridge, Gen. Mgr. Harry Camp, Coml. Mgr.	Marjorie Christopher, Prog. Dir. & Prom. Mgr. Gene Rider, Chief Engr.	Blair World, Associated AP, INS
MIAMI 32	WWPB 1947	1450 250	Paul Brake 414 S.W. 2nd Ave. 3-7405	......	Paul Brake, Pres., Gen. Mgr. & Coml. Mgr. Charles Green, Prog. Dir. & Prom. Mgr.	Ralph Kiibler, Chief Engr. Jack Wilson, Tech. Dir.	Lorenzen & Thompson World AP
MIAMI BEACH 39....	WKAT 1937	1360 5,000-LS 1,000-N	WKAT Inc. 1759 N. Bay Road 5-5711	MBS	A. Frank Katzentine, Pres. John I. Prosser, V.P. & Gen. Mgr.	Gordon N. Waltz, Prog. Dir. Arthur P. Smith Jr., Chief Engr.	Weed Standard, Cole UP
MIAMI BEACH	WMBM 1947	800 1,000-D	Biscayne Broadcasting Co. McArthur Causeway Terminal 5-5586	......	Thomas O. McCullough, Pres., Gen. Mgr. & Coml. Mgr. Calvert A. Carter, Prog. Dir.	Mary Lucille Carter, Prom. Mgr. John Miller, Chief Engr.	McGeehan & O'Mara Capitol, Standard UP

**—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. SH—Specified Hours. U—Unlimited. CP—Construction Permit Issued*
LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.
(Data corrected to December 6, 1948)

FLORIDA—(Continued)

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel		Representatives Transc. Library News Service
OCALA	WTMC 1939	1290 1,000	Ocala Broadcasting Co. 1 Broadcast Place 128	MBS KBS	John H. Perry, Pres. T. S. Gilchrist Jr., Gen. Mgr. John F. Nicholson, Asst. Mgr.	Charles R. Schon, Prog. Dir. C. J. Reinhardt, Coml. Mgr. Beecher Hayford, Tech. Dir. W. P. Callahan, Chief Engr.	Perry Lang-Worth UP
ORLANDO	WDBO 1924	580 5,000	Orlando Broadcasting Co. Inc. 30 S. Ivanhoe Blvd. E. 6181	CBS	Col. George C. Johnson, Pres. & Gen Mgr. Harold P. Danforth, V.P. & Sta. Mgr.	Wm. G McBride, Natl. Sales Dir. John M. Pedrick, Local Sales Dir. James E. Yarbrough, Chief Engr.	Blair, Cummings World, Thesaurus Associated AP, UP
ORLANDO	WHOO 1947	990 10,000-LS 5,000-N	Orlando Daily Newspapers Ft. Gatlin Hotel 2-0773	ABC	Martin Andersen, Pres. John A. Buning, Gen. Mgr. Clarence H. Bracey, Coml Mgr.	Freda C. Hilton, Prog. Dir. Gene Dashiell, Chief Engr.	Hollingbery Capitol AP
ORLANDO	WLOF 1940	950 5,000	Hazlewood Inc. Angebilt Hotel Bldg. 8163	MBS	Wm. Joe Sears Jr., Pres. Walter C. Shea, V.P. Victor Buissett, Gen. Mgr.	R. Donahue, Prog. Dir W. Dodd Daniel, Chief Engr.	Raymer Lang-Worth INS
ORLANDO	WORZ 1947	740 1,000	Central Florida Bcstg. Co. 740 N. Orange Ave. 2-2451	NBC	James Dandelake, Pres. Eugene D. Hill, Mgr.	Howard Scott, Chief Engr.	Weed Standard AP
PALATKA	WWPF 1947	800 250-D	Palatka Broadcasting Co. 900 River St. 354	......	J. E. Massey } partners L. C. McCall } L. C. McCall, Gen. Mgr. & Chief Engr.	Roy F. Wilson, Coml. Mgr. Bruce E. Wilson, Prog. Dir.	Holman Lang-Worth, SESAC UP
PALM BEACH	WWPG 1941	1340 250	Palm Beach Bcstg. Corp. Scuth Ocean Blvd. 2-1515	ABC	Charles E. Davis, Pres. Donald S. Greenlief, Coml. Mgr.	Clyde L. Walkden, Chief Engr.	Perry Thesaurus, World, Lang-Worth AP
PANAMA CITY	WDLP 1940	590 1,000	Panama City Broadcasting Co. West Palm Beach Drive 777	MBS KBS	John H. Perry, Pres. Byron Hayford, Gen. and Coml. Mgr.	John Thomas, Prog. Dir. Elmer Scott, Chief Engr.	Perry World UP
PENSACOLA	WBSR 1946	1450 250	Escambia Broadcasting Co. San Carlos Hotel 6173	ABC	Ruth Braden, Pres. & Gen. Mgr. Robert O. Forsyth, Coml. & Sta. Mgr.	Bill Kirby, Prog. Dir. Jack Brown, Prom. Mgr. Bert Mead, Chief Engr.	Meeker Lang-Worth AP
PENSACOLA	WCOA 1926	1370 5,000	Pensacola Broadcasting Co. San Carlos Hotel 4111	NBC	John H. Perry, Pres. J. Holliday Veal, Gen. Mgr. Wm. G. Champlin, Coml. Mgr.	Thomas A. Carswell, Prog. Dir. Pauline Heller, Prom. Mgr. Harold Heath, Chief Engr.	Perry Associated Capitol UP
PENSACOLA	WEAR 1947	1490 250	Gulfport Broadcasting Co. 5 East Gregory St. 8-4449	MBS	Irving F. Welch, Gen. & Coml. Mgr. Russell Hirsch, Prog. Dir.	Ann Martin, Prom. Mgr. Howard Grove, Chief Engr.	Pearson AP
PLANT CITY	...... (Construction permit)	1570 250-D	W. A. Smith 901 S. Collins St.		W. A. Smith, Owner		
QUINCY	WCNH 1948	1230 250	Quincy Broadcasting Corp. P. O. Box 190 300	......	Richard J. Gardner, Pres. A. B. Letson, Gen. Mgr. & Chief Engr. E. W. Carrell, Coml. Mgr.	W. H. Martin, Prog. Dir.	Lang-Worth AP
ST. AUGUSTINE	WFOY 1936	1240 250	Fountain of Youth Bcstg. Co. Magnolia Ave. 1622	CBS	J. C. Bell, Pres. John E. Bernhard Jr., V.P. & Coml. Mgr.	Mrs. Frankye C. Walker, Prog. Dir. & Secy-Treas. Ernest Raistrick, Chief Engr.	Avery-Knodel Thesaurus UP
ST. PETERSBURG 1.	WSUN 1927	620 5,000	City of St. Petersburg Municipal Pier 7-4747	ABC	Norman E. Brown, Mgr. & Prom. Mgr. Vera New, Coml. Mgr.	Louis J. Link, Prog. Dir. & Chief Engr.	Weed Associated SESAC UP
ST. PETERSBURG 1.	WTSP 1939	1380 5,000	Pinellas Broadcasting Co. Times Bldg. 7-8108	MBS	Nelson P. Poynter, Pres. Herbert T. Anderson, Gen. Mgr. A. T. Reagin, Coml. Mgr.	Jack Faulkner, Prog. Dir. & Prom. Mgr. William D. Mangold, Chief Engr.	Pearson World Capitol UP
SANFORD	WTRR 1947	1400 250	Southeastern Bcstg. System Mayfair Inn 999	KBS	James S. Rivers, Pres. J. Marion Harmon Sr., Sta. & Coml. Mgr.	Gilbert D. Brooks, Prog. Dir. Emerson Brown, Chief Engr. Engr.	Lang-Worth UP
SARASOTA	WKXY (Construction permit)	1540 1,000-D	Sarasota Bcstg. Co.		Antonio C. Fernandez, Chas. J. Fernandez, William P. Cary—Co-Owners		
SARASOTA	WSPB 1939	1450 250	WSPB Inc. P. O. Box 1110 2564	CBS	Robert C. Jones, Jr., Pres. John B. Browning, Gen. & Prom. Mgr.	Raymond Brown, Coml. Mgr. David Hale, Prog. Dir. James E. Grant, Chief Engr.	Pearson Lang-Worth UP
SULPHUR SPRINGS.	WHBO 1948	1050 250-D	Sulphur Springs Broadcasters 8122 Nebraska Ave. Tampa 33-2251		Harold A. Harry } Partners Harry J. Dunlap } Ann Bowman, Prog. Dir.	Betty Strong, Traffic Manager Charles McLellan, Chief Engr.	McGeehan & O'Mara AP

DIRECTORY OF STANDARD BROADCASTING STATIONS OF THE UNITED STATES

**—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. SH—Specified Hours. U—Unlimited. CP—Construction Permit Issued*
LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.
(Data corrected to December 6, 1948)

FLORIDA (Continued)

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel		Representative Transc. Library News Service
TALLAHASSEE	WRHP 1946	1450 250	Tallahassee Appliance Corp. Hotel Floridan 2691	ABC KBS	Frank W. Pepper, Pres. & Gen. Mgr. Joe Hosford, Coml. Mgr.	Frank W. Hazelton, Prog. Dir. & Prom. Mgr. Charles L. Clifton, Chief Engr.	Clark World UP
TALLAHASSEE	WTAL 1935	1270 5,000	John H. Phipps P. O. Box 989 2160	MBS	John H. Phipps, Pres. L. Herschel Graves, Gen. Mgr.	Helen F. Todd, Prog. Dir. William A. Snowden, Jr.	Perry Cummings Associated AP
TAMPA 1	WALT 1946	1110 1,000-D	Tampa Bcstg. Co. 401 W. Tyler St. M-7921	......	W. Walter Tison, Pres., Gen., Coml. Mgr. Prog. Dir. Coburn Gum, Prom. Mgr.	J. B. Tison, Chief Engr.	Perry Capitol Lang-Worth SESAC AP
TAMPA 1	WDAE 1922	1250 5,000	Tampa Times Co. 114 N. Franklin St. M-2911	CBS	David E. Smiley, Pres. L. Spencer Mitchell, Gen. & Coml. Mgr.	Kenneth W. Skelton, Prog. Dir. & Prom. Mgr. William Pharr Moore, Chief Engr.	Katz Associated AP
TAMPA 6	WFLA 1926	970 5,000	The Tribune Co. P. O. Box 1410 H-1828	NBC	J. S .Mims, Pres. Charles G. Baskerville, Gen. Mgr. Bert Arnold, Coml. Mgr.	Paul M. Jones, Prog. Dir. Tom Matthews, Prom. Mgr. J. H. Mitchell, Chief Engr.	Blair Cummings Thesaurus Lang-Worth UP
WEST PALM BEACH.	WIRK 1947	1290 1,000	Ken-Sell Inc. Citizens Bldg. 2-1744	MBS	J. S. Field Jr., Pres. Joseph B. Matthews, Gen. & Coml. Mgr.	Bob Cummings, Prog. Dir. S. H. Andrews, Prom. Mgr. Wm. P. Heitzman, Chief Engr.	McGillvra Associated Lang-Worth AP
WEST PALM BEACH.	WJNO 1936	1230 250	WJNO Inc. P. O. Box 189 2-3638	CBS	Marshall Heminway, Pres. Stephen P. Willis, Gen. & Coml. Mgr.	Vernon Crawford, Prog. Dir. Harry Forster, Prom. Mgr. Otis C. Wright, Chief Engr.	Meeker Standard Capitol UP
WINTER HAVEN	WSIR 1947	1490 250	Citrus Belt Broadcasters Inc. 132 Third St. S.W. 3-1313	MBS	Frederick L. Allman, Pres. Lawrence A. Rollins, Gen. Mgr. John W. Brandstetter, Coml. Mgr.	Richard P. Eyrich, Prog. Dir. L. Orden Craig, Chief Engr.	World AP

GEORGIA

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel		Representative Transc. Library News Service
ALBANY	WALB 1941	1590 1,000	Herald Publishing Co. Leesburg Road 1590	MBS	James H. Gray, Pres. H. L. "Mac" Tallman, Gen. & Coml. Mgr.	David K. Fulton, Prog. Dir. & Prom. Mgr. Ernest Ruckle, Chief Engr.	Burn-Smith Cook World AP
ALBANY	WGPC 1933	1450 250	Albany Bcstg. Co. New Albany Hotel 1371	CBS	J. W. Woodruff Jr., Exec. Mgr. L. M. George, Sta., Coml. & Prom. Mgr.	Walter H. Flint, Prog. Dir. Wayne C. McClung, Chief Engr.	Hollingbery Standard UP
AMERICUS	WDEC 1947	1230 250	The Americus Bcstg. Co. 110 Windsor Ave. 3681	MBS	J. R. Blair, Pres. W. E. Johnson, Gen. & Coml. Mgr.	Tommy Duke, Chief Engr.	AP
ATHENS	WGAU 1938	1340 250	J. K. Patrick and Co. Bobbin's Mill Road 1741	CBS KBS GALS	C. A. Rowland, Pres. R. Lewis Doster, Gen. & Coml. Mgr.	Mary M. Lester, Prog. Dir. & Prom. Mgr. Bill Evans, Chief Engr.	Standard AP
ATHENS	WRFC 1948	960 1,000-D	Radio Athens, Inc. 264½ N. Lumpkin St. 446	......	L. H. Christian, Pres. & Gen. Mgr. Claude Williams, Jr., V. P. & Coml. Mgr.	Charles A. McClure, Secy.-Treas., & Prog. Dir. Lucius D. Drewry, Chief Engr.	Associated UP
ATLANTA 3	WAGA 1937	590 5,000	Liberty Bcstg. Corp. Western Union Bldg. Main 5900	CBS	George B. Storer, Pres. James E. Bailey, Gen. Mgr. Claude Frazier, Coml. Mgr.	William McCain, Prog. Dir. William R. Terry, Prom. Mgr. Paul B. Cram, Chief Engr.	Katz Lang-Worth AP, INS
ATLANTA 3	WATL 1927	1380 5,000	Atlanta Bcstg. Co. Henry Grady Bldg. Walnut 4377		J. W. Woodruff, Sr., Pres. & Gen. Mgr. James Davenport, Coml. Mgr.	A. R. Bruckner, Jr., Prog. Dir. George A. Beard, Chief Engr.	Standard UP
ATLANTA 3	WBGE 1947	1340 250	General Broadcasting Co. Georgian Terrace Hotel Vernon 1194	......	Mike Benton, Pres. Maurice C. Coleman, Gen. Mgr.		Burn-Smith Capitol, Col Lang-Worth AP
ATLANTA 2	WCON 1947	550 5,000	Constitution Publishing Co. Constitution Bldg. Lamar 4545	ABC	Clark Howell, Pres. David Carpenter, Gen. Mgr. Crenshaw Bonner, Sales Mgr.	Warde Adams, Prog. Dir. Rita Van Pelt, Prom. Mgr. Harvey J. Aderhold, Chief Engr.	Headley-Reed World AP, UP
ATLANTA 3	WERD 1948	860 1,000-D	Radio Atlanta Inc. 23 Broad St. S.W. Lamar 0666	......	Richard A. Granville, Gen. Mgr. Pat Rosano, Prod. Mgr.	William F. Kennedy, Chief Engr.	McGillvra World SESAC AP
ATLANTA 1	WGST 1923	920 5,000-LS 1,000-N	Regents, Georgia School of Tech. Forsyth Building Walnut 8441	MBS	John Fulton, Gen. Mgr. Jack Kelly, Prog. Dir.	Paul Sanford, Prom. Mgr. Ben Akerman, Chief Engr.	Hollingbery Lang-Worth Thesaurus AP
ATLANTA	WPKM (Construction	1550 50,000-LS 10,000-N permit)	Fulton County Bcstg. Corp. Atlanta	......	Samuel Rothberg, Owner		

WFLA gives you MORE listeners in the heart of *Florida's* richest trade area!

FACTS ABOUT THE TAMPA TRADE AREA

759,748 people—35% of the State's population—live within a 100 mile radius of Tampa.

•

Hillsborough and Pinellas counties (Tampa - St. Petersburg) form the largest metropolitan trade area in Florida with the population of 338,112.

•

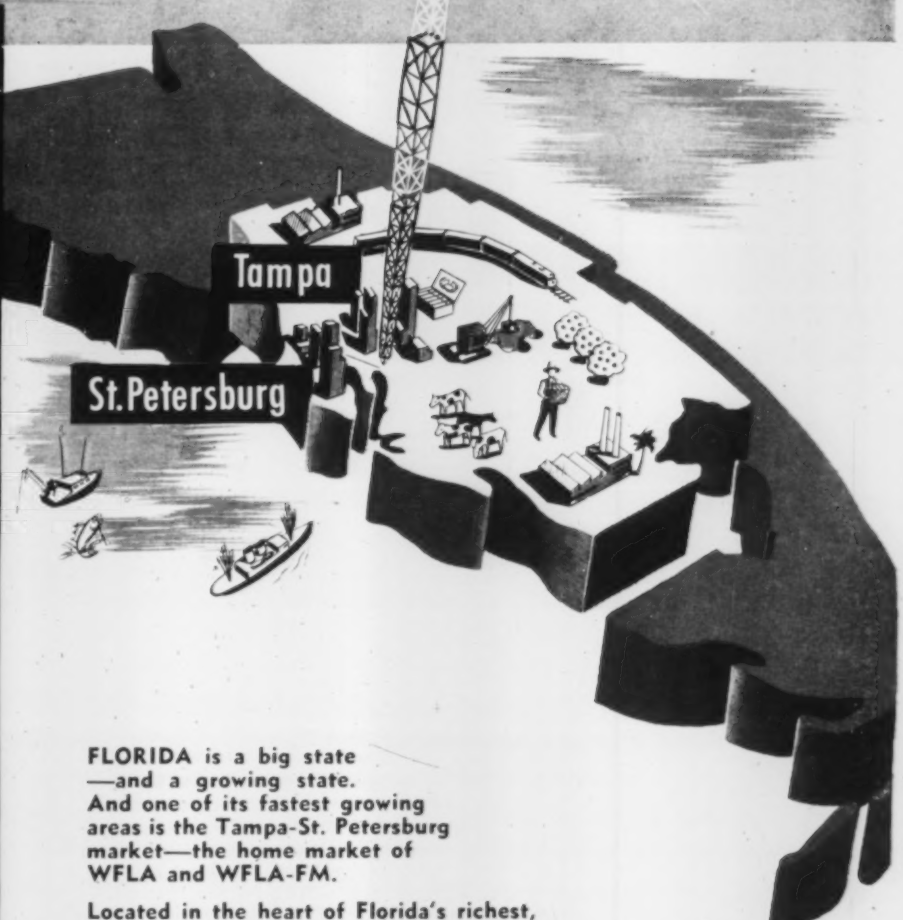
69% of Florida's citrus production is in the Tampa trade area.

•

60 of Florida's 63 canning plants are in this trade area—and Tampa is the citrus canning center of the world.

•

Tampa is the distributing center for a vast territory which includes rich agricultural regions, expanding industry, and thriving cities and towns.



FLORIDA is a big state —and a growing state. And one of its fastest growing areas is the Tampa-St. Petersburg market—the home market of WFLA and WFLA-FM.

Located in the heart of Florida's richest, most heavily populated trade area, the WFLA market is big in all the factors that produce steady sales.

It enjoys a balanced economy—with year'round buying power built by the substantial, weekly payrolls of diversified business, industry and agriculture.

To reach a bigger audience in this big Florida market, get the double-barreled impact of WFLA and WFLA-FM. All programs, NBC and local, sponsored and sustaining are broadcast over both facilities. And, month after month, they deliver more listeners than any other station in this prosperous market.

NBC AFFILIATE

WFLA

AM *The Tampa Tribune Stations* **FM**

TAMPA FLORIDA

NATIONAL REPRESENTATIVE
JOHN BLAIR & CO.

SOUTHEASTERN REPRESENTATIVE
HARRY E. CUMMINGS
JACKSONVILLE, FLORIDA

DIRECTORY OF STANDARD BROADCASTING STATIONS OF THE UNITED STATES

**—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. SH—Specified Hours. U—Unlimited. CP—Construction Permit Issued*
LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.
(Data corrected to December 6, 1948)

GEORGIA (Continued)

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel		Representati Transc. Libra News Servic
ATLANTA .... **(Buckhead)**	WQXI 1948	790 1000-D	Robert W. Rounsaville Peachtree at Mathieson Cherokee 2196		R. W. Rounsaville, Pres. & Gen. Mgr. Howard Brooks, Coml. Mgr.	Bill Lowery, Prog. Dir. Bob Corley, Prom. Mgr. Wm. F. Lange, Chief Engr.	Capitol World UP
ATLANTA	WSB 1922	750 50,000	The Atlanta Journal Co. Biltmore Hotel Hemlock 1045	NBC	James M. Cox, Jr., Chm. of Board J. Leonard Reinsch, Mgng. Dir. John M. Outler, Jr., Gen. Mgr. Frank Gaither, Coml. Mgr.	Marcus Bartlett, Prog. Dir. Vic Piano, Prom. Mgr. C. F. Daugherty, Chief Engr.	Petry Associated Standard AP, UP, PN
AUGUSTA	WBBQ 1945	1340 250	Savannah Valley Bcstg. Co. 515 Jefferson Davis Ave. 2-0264	MBS KBS	George G. Weiss, Pres., Gen. Mgr. & Chief Engr. John W. Watkins, Coml. Mgr.	George M. Scott, Prog. Dir. Jack Lenz, Prom. Mgr.	Walker Standard AP, INS
AUGUSTA	WGAC 1940	580 5,000-LS 1,000-N	The Twin States Bcstg. Co. WGAC Bldg. 2-2692	ABC	J. B. Fuqua, Pres. & Gen. Mgr. D. M. Kelly, Coml. Mgr. Warren Hites, Prog. Dir.	Damon Swann, Prom. Mgr. John P. Jopling, Chief Engr.	Avery-Knodel Thesaurus UP
AUGUSTA	WRDW 1930	1480 5,000	Augusta Broadcasting Co. 8th & Broad Sts. 2-8805	CBS	William K. Jenkins, Pres. W. R. Ringson, Gen. & Prom. Mgr. William B. Smart, Coml. Mgr.	Joe G. Hunt, Prog. Dir. Rabun F. Bobo, Chief Engr.	Hollingbery Lang-Worth UP
AUGUSTA	WTNT 1946	1230 250	Georgia-Carolina Bcstg. Co. Cotton Row 4-2421	NBC	Walter J. Brown, Pres. Edgar W. Teasley, Gen. Mgr. Ben Decker, Asst. Mgr.	Ralph B. Willis, Coml. Mgr. Calloway M. Callicott, Chief Engr.	Taylor-Borro Associated UP
BAINBRIDGE	WMGR 1946	1490 250	S. Marvin Griffin P.O. Box 348 776	MBS KBS	S. Marvin Griffith, Pres. Ben H. Dekle, Gen. Mgr.	Barbara Ann Johnson, Prog. Dir. Woodrow F. Dunlap, Chief Engr.	SESAC AP
BRUNSWICK	WGIG (Construction permit)	1440 1,000	Brunswick Broadcasting Corp. Parker Bldg.		Norman A. Way, Pres. Alfred Robinson, Gen. Mgr.	Herman Lange, Chief Engr.	Associated AP
BRUNSWICK	WMOG 1940	1490 250	Coastal Broadcasting Co. St. Simons Island Causeway 1500	MBS KBS	Alma W. King, Pres. Kenneth E. White, V. P., Gen. & Coml. Mgr.		Lang-Worth UP

In
ATLANTA...
it's..
WQXI
"A ROUNSAVILLE STATION"
GEORGIA

Other Rounsaville Stations

- WBAC—CLEVELAND, TENNESSEE
- WBEJ—ELIZABETHTON-JOHNSON CITY, TENNESSEE
- WGRV—GREENEVILLE, TENNESSEE
- WKSR—PULASKI, TENNESSEE

Class programs of popular and classical music, news, sports and special events.

IN THE HEART OF A CLASS MARKET

1000 Watts **790 KC.**

STAGE ENTRANCE
POLICE PATROL

Just what is Sufficient Coverage?

WGST covers 82% of the radio families in the Greater Atlanta area* at lowest cost per thousand.

*Broadcast Measurement Bureau

COVERAGE **PLUS RESULTS!**

WGST has a responsive audience.

2,112 requests for pictures of the "Cornhuskers", a local quartette, offered for only 6 days, were received from 316 cities and towns in 5 states.

A nursery sponsor received 1592 orders in 2 months.

There's a reason. WGST programs are promoted locally via newspapers, 3-sheet posters, 24-sheet posters, car cards, direct mail and station announcements.

WGST

ATLANTA

Delivers it for less!

5000 Watts Day—1000 Watts Night

REPRESENTED NATIONALLY BY GEORGE P. HOLLINGBERY

*—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. SH—Specified Hours. U—Unlimited. CP—Construction Permit Issued
LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.
(Data corrected to December 6, 1948)

GEORGIA (Continued)

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel		Representativ Transc. Libra News Servic
CARROLLTON	WLBB 1946	1100 250-D	Carroll Bcstg. Co., Inc. Peoples Bank Bldg. 980	KBS GALS	James C. Vocalis, Pres. & Gen. Mgr. James M. Matthews, Asst. Mgr.	Daniel L. Benson, Coml. Mgr. James Dunaway, Prog. Dir. Chessley Hooper, Chief Engr.	Capitol SESAC UP
CARTERSVILLE	WBHF 1946	1450 250	W. Ryan Frier PO Box 71 686	MBS KBS	W. R. Frier, Owner James O. Hardin, Jr., Gen. Coml. & Prom. Mgr.	John C. Hamrick, Prog. Dir. Robert G. Slaughter, Chief. Engr.	Lang-Worth UP
CEDARTOWN	WGAA 1941	1340 250	Northwest Georgia Bcstg. Co. West Theatre Bldg. 777	ABC KBS	O. C. Lam, Pres. William B. Estes, Gen. & Coml. Mgr.	Rowena Whitfield, Prog. Dir. Edward Reilly, Prom. Mgr. Gary C. Hunt, Chief Engr.	World AP
COLUMBUS	WDAK 1943	1340 250	Radio Columbus Inc. 1320 Broadway 5447	ABC	Allen M. Woodall, Pres. & Gen. Mgr. Miles Ferguson, Coml. Mgr.	John Nolan, Prog. Dir. & Prom. Mgr. L. R. Jones, Chief Engr.	Headley-Reed World AP
COLUMBUS	WGBA 1947	620 1,000-D	Georgia-Alabama Bcstg. Co. 1213½ Broadway 3-3603	......	A. H. Chapman, Pres. W. S. Massie, Gen. Mgr. Glen Watkins, Coml. Mgr.	William Rhodes, Prog. Dir. Jack Dell, Prom. Mgr. John H. Wisely, Chief Engr.	Branham Associated Capitol AP
COLUMBUS	WRBL 1928	1420 5,000	Columbus Broadcasting Co. 1420 Second Ave. 2-061	CBS	J. W. Woodruff, Sr, Owner J. W. Woodruff, Jr., Exec.-Mgr. George Gingell, Prog. Dir.	Ed J. Hannessy, Prom. Mgr. Joseph A. Gamble, Chief Engr.	Hollingbery Lang-Worth Standard UP, INS
COLUMBUS	WSAC 1948	1460 1,000	Chattahoochee Bcstg. Co. 1028½ Broadway 2-4427	MBS	William K. Jenkins, Pres. Edwin Mullinax, V. P. & Gen. Mgr.	Francis Smith, Coml. Mgr. Bob Grant, Prom. Mgr. Hudie M. Brown, Chief Engr.	Walker Lang-Worth UP
CORDELE	WMJM 1939	1490 250-LS 100-N	Southeastern Bcstg. System 20th Ave. and B St. 666	MBS KBS	James S. Rivers, Pres. & Gen. Mgr. William E. Blizzard, Jr., Coml. Mgr.	Willard Belote, Prog. Dir. & Prom. Mgr. Reo Chairland, Chief Engr.	World UP
COVINGTON	WMOC 1948	1490 250	Covington News Inc. 621 Monticello St. 2275	MBS KBS GALS	Belmont Dennis, Pres. W. Thomas Hay, Gen. Mgr. W. I. Allgood, Prog. Dir.	S. G. Turner, Prom. Mgr. R. L. White, Chief Engr.	World UP
DALTON	WBLJ 1940	1230 250	Dalton Broadcasting Corp. 111 S. Pentz St. 1180	MBS KBS GALS	H. C. Kenemer, Pres. Bill Armond, Gen. & Coml. Mgr.	Dave Achor, Prog. Dir. Chester Wilson, Prom. Mgr Johns S. Andrews, Chief Engr.	Continental Capitol SESAC UP
DAWSON	WDWD 1948	990 1,000-D	Dawson Broadcasting Co. Dawson 415	......	Ed Stevens, Pres. W. C. Woodall Jr., Gen. & Coml. Mgr.	Olyn L. Gee, Prog. Dir. Joseph N. Stephens, Prom. Mgr. Jim Q. Honey, Chief Engr.	Lang-Worth UP
DECATUR	WEAS 1947	1010 1,000-D	Eurith Dickinson Rivers, Jr. 217 W. Ponce de Leon Ave. Dearborn 2521	......	E. D. Rivers Jr., Owner Raymond D. McCay, Station Dir. Ed. Wing, Coml. Mgr.	Warren Roberts, Prod. Dir. Ben Gunn, Prom. Mgr. William H. Keller, Chief Engr.	World AP
DECATUR	WGLS 1949	970 1,000-D	DeKalb Bcstg. Co. Phelps Bldg. Crescent 7066	GALS	Frank Thomas, Pres. Tom Carr, Gen. Mgr.	Cliff Hanson, Chief Engr.	Standard UP
DOUGLAS	WDMG 1947	860 1,000-D	WDMG Inc. Radio Center Bldg. 564	......	Downing Musgrove, Pres. B. F. J. Timm, Gen. Mgr. Al H. Evans, Coml. Mgr.	Terry N. Kielty, Prog. Dir. Al Woodson, Chief Engr.	SESAC World UP
DUBLIN	WMLT 1945	1340 250	Dublin Broadcasting Co. Franklin & Moore St. 871	MBS KBS GALS	George T. Morris, Pres. W. Newton Morris, Gen. Mgr. Dennis N. Brown, Coml. Mgr.	H. T. Duke, Prog. Dir. Charlie R. Lord, Chief Engr.	Continental Thesaurus AP
ELBERTON	WSGC 1946	1400 250	Elberton Broadcasting Co. Elberton	MBS KBS	Melvin C. Gorman, Mgr.		Continental AP
EAST POINT	...... (Construction	1260 1,000-D permit)	Southeastern Bcstg. System Box 432 Cordele, Ga.				
FITZGERALD	WBHB 1946	1240 250	Ben Hill Bcstg. Corp. 600 Roanoke Drive 740	MBS GALS	Arthur Carpenter Jr., Pres. Herbert Wolin Scott, Gen. & Coml. Mgr.	Jack Owens, Prog. Dir. Lee Raines, Prom. Mgr. Thomas Hanssen, Chief Engr.	Lang-Worth AP
GAINESVILLE	WDUN (Construction	1400 250 permit)	Northeast Georgia Bcstg. Co. 115½ S. Bradford 2341	......	Paul Plaqinos, Pres. John W. Jacobs, Jr., Gen. Mgr.		AP
GAINESVILLE	WGGA 1941	1240 250	Blue Ridge Bcstg. Co. Box 664 1600	MBS KBS	Charles Smithgall, Pres. E. F. MacLeod, Coml. Mgr.	Robert P. Schwab, Prog. Dir. F. Kieth Brown, Chief Engr.	Lang-Worth UP
GRIFFIN	WKEU 1934	1450 250	Radio Station WKEU P.O. Box 155 5507	MBS KBS GALS	A. W. Marshall Jr., Pres. & Gen. Mgr. C. I. Crawley, Coml. Mgr.	Johnny Smolka, Prog. Dir. G. H. Whitley Jr., Chief Engr.	UP
HARTWELL	WKLY 1947	980 1,000-D	Louie L. Morris Hartwell 71	......	Louie L. Morris, Pres. Max G. Pfaender, Exec. V.P. Joe Morris, Coml. Mgr.	Joe B. Wilder, Prog. Dir. Prom. Mgr. Ernest Church, Chief Engr.	Capitol UP
JESUP	WBGR (Construction	1370 1,000-D permit)	Wm. Glenn Thomas Thomas Bldg.	......	William Glenn Thomas, Owner		
LAGRANGE	WLAG 1941	1240 250	LaGrange Bctsg. Co. 305 Broome St. 3505	MBS KBS	Roy C. Swank, Pres. Edwin Mullinax, Gen. & Coml. Mgr.	John K. Boggess, Prog. Dir. Herb Wells, Prom. Mgr. J. M. McKay, Chief Engr.	McGillvra Standard UP
MACON	WBML 1940	1240 250	Middle Georgia Bcstg. Co. First Nat'l Bank Bldg. 2728	ABC	E. D. Black, Pres. Charles W. Pittman, Gen. Mgr. Walter Graham, Coml. M	Mary Hester Richardson, Prog. Dir. Harold Beaty, Prom. Mgr. H. S. Goodrich, Chief Engr.	Taylor-Borroff World AP

AMERICA'S LARGEST STATE NETWORK

Georgia's **BEST** *Radio Buy*

G-A-L-S

Georgia's **BEST** *Radio Buy*

Georgia Association of Local Stations

WGLS	Decatur-Atlanta
WDEC	Americus
WGAU	Athens
WLBB	Carrollton
WBHF	Cartersville
WGAA	Cedartown
WMJM	Cordele
WMOC	Covington
WBLJ	Dalton
WDWD	Dawson
WMLT	Dublin
WDUN	Gainesville
WKEU	Griffin
WFOM	Marietta

GALS
KEY STATION

WGLS

DECATUR—ATLANTA
Georgia

WROM	Rome
WFRP	Savannah
WWNS	Statesboro
WSFT	Thomaston
WKTG	Thomasville
WWGS	Tifton
WRLC	Toccoa
WRQN	Vidalia
WAYX	Waycross
WRLD	West Point
WMVG	Milledgeville
WMGA	Moultrie
WIBB	Macon
WBHB	Fitzgerald

ONE OF THE GALS

FRIENDS, ROMANS, COUNTRYMEN
"Lend Us Your Ears"

W•R•O•M

710 K.C.
1000 WATTS

ROME, GEORGIA

★

Serving Northwest Georgia
and Northeastern Alabama

ONE OF THE GALS

WHY NOT USE THE BEST BY USING

W•M•O•C

1490 K.C.

Broadcasting daily from studios in Covington, Conyers, Madison, Monticello and Monroe, Georgia

★

Primary day-time coverage in over twelve counties—population 221,568. The largest coverage of any 250 watt suburban station

---

ONE OF THE GALS

W•B•L•J

1230 K.C.

DALTON, GEORGIA

Doing the best selling
Job in North Georgia

★

ONE OF THE GALS

W•D•E•C

AMERICUS, GEORGIA

★

Serving
Nine
Counties

W. E. Johnson, *Manager*

DIRECTORY OF STANDARD BROADCASTING STATIONS OF THE UNITED STATES

**—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. SH—Specified Hours. U—Unlimited. CP—Construction Permit Issued. LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.*

(Data corrected to December 6, 1948)

GEORGIA (Continued)

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel		Representatives Transc. Library News Service
MACON	WIBB 1948	1280 1,000-D	Peach State Bcstg. Co. Professional Bldg. Ivy 2716	GALS	M. O. Thornburg Jr., } Owners Thomas Maxwell } George W. Patton, Coml. & Prom. Mgr.	M. O. Thornburg Jr., Prog. Dir. Thomas Maxwell, Chief Engr.	Thesaurus UP
MACON	WMAZ 1922	940 10,000	Southeastern Broadcasting Co. Bankers Insurance Bldg. 3131	CBS	George P. Rankin, Pres. & Chief Engr. Wilton Cobb, Gen. Mgr.	"Red" Cross, Coml. & Prom. Mgr. Frank Hubbs, Prog. Dir.	Katz Lang-Worth UP, INS
MACON	WNEX 1945	1400 250	Macon Broadcasting Co. Bibb Bldg. 8211	MBS	E. M. Lowe, Pres. Alfred Lowe, Gen. Mgr. & Prog. Dir.	James Weathers, Coml. Mgr. A. C. Kibler, Chief Engr.	Forjoe Capitol AP
MARIETTA 4	WFOM 1946	1230 250	Chattahoochee Bcstrs. P. O. Box 131 1746	GALS	Fred B. Wilson } Partners Channing Cope } Albert L. Jones, Gen. & Coml. Mgr.	Nelsie Horne, Prog. Dir. Jim Collins, Prom. Mgr. Lynne Brannen, Chief Engr.	World AP
MILLEDGEVILLE	WMVG 1946	1450 250	Jere N. Moore Georgia Military College 250	MBS KBS GALS	Jere N. Moore, Owner Michael T. Landy, Gen., Coml. & Prom. Mgr.	Josephine Ragsdale, Prog. Dir. Robbie O. Hattaway, Chief Engr.	Griffith World UP
MOULTRIE	WMGA 1939	1400 250	John F. Pidcock Moultrie 999	KBS	John F. Pidcock, Pres. Roy F. Zess, Station & Prom. Mgr. & Prog. Dir.	Wandell Murphy, Coml. Mgr. Lamar Beaty, Chief Engr.	Clark Thesaurus UP
NEWNAN	WCOH 1947	1400 250	Newnan Broadcasting Co. 6½ Jefferson St. 1400	MBS	D. T. Manget } E. W. Thomasson } Partnership James Thomasson } Ida A. Thomasson }	James Thomasson, Gen. & Coml. Mgr. R. C. S. Young, Prog. Dir. Walter O. Welch, Chief Engr.	World AP
QUITMAN	WKMA 1947	1490 250	John Raymond Barlett Walker Bldg. 4811	......	John R. Bartlett, Owner & Gen. Mgr.		
ROME	WLAQ 1947	670 1,000-D	News Publishing Co. 209 N. Broad St. 7767	......	Burgett Mooney Sr., Pres. Robert Leach, Gen. Mgr. Martha Daniel, Coml. Mgr.	George Rice, Prog. Dir. & Prom. Mgr. Dan Scott, Chief Engr.	McGillvra Capitol AP, UP, INS
ROME	WRGA 1929	1470 5,000	Rome Broadcasting Corp. National City Bank Bldg. 6589	MBS KBS	John W. Quarles, Pres. Happy Quarles, Gen. Mgr. Mather Payne, Sta. Mgr. Pinkie Talley, Coml. Mgr.	Jim Roberts, Prog. Dir. Don Murdock, Prom. Mgr. R. L. Starr, Chief Engr.	Walker Lang-Worth UP

WRGA
5000 WATTS

DAY
AND
NIGHT

MUTUAL'S
MOST POWERFUL
VOICE IN GEORGIA

WRGA 1470

WRGA • FM 106.5

HAPPY QUARLES GENERAL MANAGER
REPRESENTED BY
THE WALKER COMPANY

ROME, GEORGIA

ONLY A COMBINATION OF STATIONS CAN COVER GEORGIA'S FIRST THREE MARKETS

Atlanta
Macon
Savannah

The Georgia Trio

WAGA
ATLANTA
5000W · 590Kc

WMAZ
MACON
10,000W · 940Kc

WTOC
SAVANNAH
5000W · 1290Kc

The C.B.S. Affiliates in Georgia's First 3 Markets

THE TRIO OFFERS ADVERTISERS AT ONE LOW COST:

Concentrated coverage • Merchandising assistance

Listener loyalty built by local programming • Dealer loyalties

— *IN GEORGIA'S FIRST THREE MARKETS*

The Georgia Trio
WAGA WMAZ WTOC

Represented, individually and as a group, by

THE KATZ AGENCY, INC.

New York • Chicago • Detroit • Atlanta • Kansas City • San Francisco • Los Angeles • Dallas

GEORGIA (Continued)

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel		Representatives Transc. Library News Service
ROME	WROM 1946	710 1,000-D	Coosa Valley Radio Co. Inc. 121 Broad St. 9075	GALS	Dean Covington, Owner, Gen. Mgr. George Eubanks, Sta. Mgr. Donald Lanham, Coml. Mgr.	W. B. Davies, Prog. Dir. Bill Hale, Prom. Mgr. Ken Lowery, Chief. Engr.	World AP
SAVANNAH	WCCP 1946	1450 250	Carter C. Peterson P.O. Box 943 2-4182	MBS	Carter C. Peterson, Pres. & Gen. Mgr. Welden Herrin, Sta. & Coml. Mgr.	Charles Beresford, Prog. Dir. Chas. J. Lipton, Sales Prom. Mgr. William Moats, Chief Engr.	Walker Standard UP
SAVANNAH	WDAR 1946	1400 250	WDAR Inc. 34 E. Bryan St. 3-8807	ABC	A. C. Neff, Pres. L. H. Thesmar, Gen. & Coml. Mgr.	J. Davis Sheppard, Prog. Dir. Robert Mann, Prom. Mgr. Howard C. Jewett, Jr., Chief Engr.	Avery-Knodel Standard AP
SAVANNAH	WFRP 1946	1230 250	Georgia Broadcasting Co. 219 E. Charlton St. 3-9642	GALS	F. R. Pidcock, Sr., Pres. John F. Pidcock, Actg. Gen. Mgr. & Prog. Dir.	John Williams, Coml. Mgr. James M. Wilder, Chief Engr.	Perry Associated, Cole AP
SAVANNAH	WSAV 1939	630 5,000	WSAV Inc. Liberty Nat'l Bank Bldg. 3-0234	NBC	Harben Daniel, Pres. & Gen. Mgr. William Slates, Coml. Mgr. James L. Woods, Prog. Dir.	Carson Demmond, Prom. Mgr. Meredith E. Thompson, Chief Engr.	Hollingbery Thesaurus AP
SAVANNAH	WTOC 1929	1290 5,000	Savannah Bcstg. Co. 516 Abercorn St. 2-0127	CBS	Wm. T. Knight, Jr., Pres., Gen. Mgr. Ben Williams, Coml. & Prom. Mgr.	Dwight J. Bruce, Prog. Dir. Reeve Owen, Chief Engr.	Katz World, Lang-Worth UP
STATESBORO	WWNS 1946	1490 250	Alfred Dorman P. O. Box 146 502	MBS KBS-GALS	Alfred Dorman, Owner Paul R. Sauve, Gen. & Coml. Mgr.	Worth McDougald, Prog. Dir. & Prom. Mgr. Lawrence D. Winegardner, Chief Engr.	UP
THOMASTON	WSFT 1947	1220 250-D	Thomaston Broadcasting Co. P.O. Box 839 1300	MBS	R. E. Hightower, Pres. S. J. Carswell, Gen. Mgr. Claude Thames, Coml. Mgr.	Wm. H. Heule, Prog. Dir. R. D. Wharton, Chief Engr.	AP
THOMASVILLE	WKTG 1946	730 1,000-D	Southern Broadcasting System Inc. Bank of Thomas County Bldg. 1501	......	W. F. Scott, Jr., Pres. & Gen. Mgr. Pratt Secrest, Coml. & Prom. Mgr.	W. B. Hill, Prog. Dir. K. T. Mallory, Chief Engr.	Clark Lang-Worth, World AP
THOMASVILLE	WPAX 1934	1240 250	H. Wimpy 117 Remington Ave. 909	......	H. Wimpy, Owner & Gen. Mgr. Al Feinberg, Coml. Mgr.	Bob Oakman, Prog. Dir. James W. Poole, Chief Engr.	Thesaurus Capitol UP
THOMSON	WTWA 1948	1240 250	Hickory Hill Bcstg. Co. 215 Lumpkin St. 777	MBS	Walter Brown, Pres. Harold Teasley, Gen. Mgr.	William E. Bates, Chief Engr.	Taylor-Borroff World UP
TIFTON	WWGS 1946	1340 250	Tifton Bcstg. Co. 800 S. Main St. 921	MBS GALS	Walter A. Graham, Pres. James Eugene Graham, Exec. V.P. Paul Wynn, Prog. Dir.	R. H. Pittman, Prom. Mgr. Wm. W. Shepherd, Coml. Mgr. Wendell C. Roberts, Chief Engr.	Standard UP
TOCCOA	WLET 1941	1450 250	R. G. LeTourneau Prather Bridge Road 544	MBS KBS	R. G. LeTourneau, Pres. Virgle E. Craig, Gen. Mgr. Sam A. Gaines, Coml. Mgr.	Carroll S. Lee, Prog. Dir. Charles A. Gaines, Prom. Mgr. J. Carl Meeks, Chief Engr.	Clark Associated UP
VALDOSTA	WGOV 1940	950 5,000-LS 1,000-N	E. D. Rivers Daniel Ashley Hotel 1420	MBS	E. D. Rivers, Pres., Gen. Mgr. & Coml. Mgr. John H. McKnight, Supvsr. Local Sales	John Evans, Prog. Dir. Ralph Dennis, Chief Engr.	Pearson World UP
VIDALIA	WRQN 1946	1450 250	Vidalia Broadcasting Co. Vidalia 327	MBS KBS-GALS	M. F. Brice, Pres. Robert Moran, Gen. & Coml. Mgr.	Dick Tillman, Prog. Dir. W. G. Jones, Chief Engr.	World UP
WAYCROSS	WAYX 1936	1230 250	Jack Williams 1600 Carswell Ave. 965	MBS KBS	Jack Williams, Owner John J. Tobola, Mgr. & Coml. Mgr.	Gwen Thomas, Prog. Dir. Raymond Williamson, Prom. Mgr. John E. Legare, Chief Engr.	Holman World, Cole UP
WEST POINT	WRLD 1940	1490 250	Valley Broadcasting Co. P.O. Box 191 173	ABC KBS	L. J. Duncan, Pres. & Gen. Mgr. C. E. Lifesey, Coml. Mgr.	Aileen Love, Prog. Dir. R. R. Magill, Chief Engr.	World AP

IDAHO

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel		Representatives Transc. Library News Service
BOISE	KDSH 1947	950 5,000	Boise Valley Broadcasters Inc. 311 N. 10th St. 6820	CBS	Saul Haas, Pres. Westerman Whillock, Gen. Mgr.	Earl Glade, Assoc. Mgr. & Prog. Dir. James A. Johntz, Jr., Chief Engr.	Free & Peters Associated UP
BOISE	KGEM 1946	1340; CP-1140 250; CP-10,000	Idaho Bcstg. & Telev. Co. 1107 N. Main St. 533	ABC Rocky Mtn.	Frank C. Carman, Pres. Ray Fadel, Gen. Mgr. Cecil H. Seavey, Coml. Mgr	Sheldon Bren, Prod. Mgr. Harry Waterstone, Prom. Mgr R. W. Egleston, Chief Engr.	Hollingbery Lang-Worth AP
BOISE	KIDO 1928	1380 2,500-LS 1,000-N	KIDO Inc. Hotel Boise 660	NBC	Georgia M. Davidson, Pres. Walter E. Wagstaff, Gen. Mgr. Hugh Shelley, Coml. Mgr.	James McKibben, Prog. Dir. Peter Brooks, Prom. Mgr. Harold Toedtemeier, Chief Engr.	Blair World, Standard AP, UP
BURLEY	KBIO 1946	1230 250	KBIO Inc. Box 461 10	ABC KBS Rocky Mtn.	Jessica L. Longston, Pres. James L. Hamstreet, Gen. Mgr. Rudy Rankin, Coml. Mgr.	Jean McLean, Prog. Dir. Franklin K. Clark, Prom. Mgr. Donald Pinney, Chief Engr.	Grant World UP

1948---A YEAR OF ACHIEVEMENT

1. Our best year of business in the face of multiplied competition.
2. Consistent top audience ratings for our advertisers.
3. Introduction of facsimile to Atlanta.
4. Completion and activation of a new and highly efficient 50 KW (AM) transmitter.
5. A new and completely engineered building for TV operation, together with a 598 foot tower, pylon and antenna.
6. THE FIRST TV FOR THE DEEP SOUTH.

1949---A YEAR OF OPPORTUNITY

26 years young is the "Voice of the South"—a pioneer in 1922 and still heading the procession 26 years later. Programming know-how—engineering efficiency—audience loyalty — industry consciousness — agency confidence — sales productivity—all these will be maintained by a staff old with WSB and steeped in the appreciation of this market.

WSB is as much Atlanta as the dogwood—as much Georgia as red clay hills and piney woods. Only WSB can offer these advantages in this market.

THE ATLANTA JOURNAL STATION

50,000 Watts **WSB-TV** 750 Kilocycles

ATLANTA, GA.

Represented Nationally by Edward Petry & Co., Inc.

DIRECTORY OF STANDARD BROADCASTING STATIONS OF THE UNITED STATES

**—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. SH—Specified Hours. U—Unlimited. CP—Construction Permit Issued*
LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.
(Data corrected to December 6, 1948)

IDAHO (Continued)

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel		Representatives Transc. Library News Service
CALDWELL	KCID 1946	1490 250	Caldwell Broadcasting Co. Canyon Hill Park 1540	......	J. T. LaFond, Pres. Jack J. Link, Prog. Dir., Prom Mgr.	H. R. McCosh, Gen. & Coml. Mgr. Don Bower, Chief Engr.	World UP
COEUR D' ALENE ...	KVNI 1946	1240 250	Coeur d'Alene Broadcasting Co. Blackwell Island 1250	MBS Don Lee	Burl C. Hagadong, Pres. C. E. Rodell, Mgr. & Coml. Mgr.	Bernard V. Merriman, Prog. Dir. & Prom. Mgr. Howard Olsen, Chief Engr.	Hollinbery Lang-Worth AP, UP
IDAHO FALLS	KID 1927	1350 5,000-LS 500-N	Idaho Radio Corp. Hotel Bonneville 4	MBS KBS Intermountain	Joseph E. Williams, Pres. C. N. Layne, Gen. Mgr. & Chief Engr.	Leonard Wasden, Coml. Mgr. James H. Lawrence, Prog. Dir. Marcell Bird, Prom. Mgr.	Avery-Knodel World, McGregor UP
IDAHO FALLS	KIFI 1947	1400 250	Eastern Idaho Bcstg. & Telev. Co. 339 Broadway 1054	ABC Rocky Mtn. Gem	J. M. Brady, Pres. & Gen. Mgr. Chic Crabtree, Sta. Mgr. Daniel W. Kelly, Coml. Mgr.	Keith H. Clarke, Prog. Dir. Blaire G. Nelson, Chief Engr.	Hollingbery Thesaurus AP
LEWISTON	KRLC 1935	1350 1,000	H. E. Studebaker Lewis-Clark Hotel 1950	MBS Don Lee	H. E. Studebaker, Pres. Donald Thomas, Gen. Mgr. Robert Taylor, Coml. Mgr.	Reg Roos, Prog. Dir. Gene Wilson, Chief Engr.	Grant Lang-Worth UP
MOSCOW	KRPL 1947	1400 250	Interstate Radio Inc. P. O. Box 207 2283	......	T. R. Farrier, Pres. Bert McAllister, Gen. & Prom Mgr., Prog. Dir.	Jack H. Goetz, Coml. Mgr. Herbert D. Young, Chief Engr.	Continental Biddick World, Cole AP
NAMPA	KFXD 1930	580 1,000	Frank E. Hurt & Son 1024 12th Ave. S. 1200	MBS Intermountain	Frank E. Hurt, Pres. Doyle Cain, Gen. & Coml. Mgr.	Shirl Black, Prog. Dir. Edward Hurt, Chief Engr.	Avery-Knodel Thesaurus, Lang-Worth PN
POCATELLO	KEIO 1946	1440 1,000	Eastern Idaho Bcstg. & Telev. Co. Hotel Bannock 3400	ABC KBS Rocky Mtn. Gem	James M. Brady, Pres. John R. Taylor, Gen. Mgr. John H. Schoonover, Coml. Mgr.	Steve Shepard, Prog. Dir. Denzil V. Musulin, Chief Engr.	Hollingbery Thesaurus World AP
POCATELLO	KEYY 1946	1240 250	Radio and Television Bcstg. Co. of Idaho Radio Center 1240	MBS Intermountain	Calvin L. Hale, Pres. Gen. & Coml. Mgr. Doris MacBride, Prog. Dir.	Myron Guyaz, Prom. Mgr. J. Julian Dennis, Chief Engr.	Avery-Knodel World AP
POCATELLO	KSEI 1926	930 5,000	Radio Service Corp. Hotel Whitman 960	NBC	O. P. Soule, Pres. Henry H. Fletcher, Gen. & Coml. Mgr.	Ruthe A. Fletcher, Prog. Dir. Olive M. Leeny, Prom. Mgr. Ellis W. Call, Chief Engr.	Walker Standard, Lang-Worth, Cole UP
PRESTON	KSPT 1948	1340 250	Voice of the Rockies, Inc. 17 North St. 600	KBS	J. L. Peterson, Pres. Al Biorge, Gen. Mgr. Ray Egan, Asst. Mgr.	James Kelley, Chief Engr.	Associated Lang-Worth AP
SANDPOINT	KSPT (Construction permit)	1400 250	Bauer Bcstg. Service 841 E. 86th St. Seattle, Wash.	......			
TWIN FALLS	KLIX 1946	1340 250	Southern Idaho Bcstg. & Telev. Co. Elizabeth Blvd. 2484	ABC Rocky Mtn. Gem	Frank C. McIntyre, V.P. & Gen. Mgr. Juneau H. Shimm, Coml. Mgr.	Ian Elliot, Admin. Asst. Lloyd James, Chief Engr.	Hollingbery Capitol, World AP
TWIN FALLS	KTFI 1928	1270 5,000-LS 1,000-N	Radio Broadcasting Corp. 241 Main St. W. 2400	NBC	O. P. Soule, Pres. F. M. Gardner, Gen. & Coml. Mgr. Kenneth W. Montgomery, Sales Mgr.	Lenore Parker, Prog. Dir. & Prom. Mgr. George Malone, Chief Engr.	Weed Keating Standard Lang-Worth UP
TWIN FALLS	KVMV 1946	1450 250	Radio Sales Corp. 126½ E. Shoshone 2002	MBS Intermountain	Franklin V. Cox, Owner & Chief Engr.	George Ross, Gen. Mgr.	World, Cole UP
WALLACE	KWAL 1939	620 1,000	Silver Broadcasting Co. Box 930 330	MBS KBS Don Lee	Dr. J. R. Binyon, Pres. Robert G. Binyon, Gen. Mgr.	W. Mondell Spencer, Prog. Dir. G. Turner Dreher, Chief Engr.	World SESAC
WEISER	KWEI 1947	1240 250	Inland Broadcasting Co. Box 791 700	KBS	Frank S. Gwilliam, Pres. Claude W. Cain, Gen. Mgr. Jack Hatch, Coml. Mgr.	Don Jones, Prog. Dir. James Carlson, Chief Engr.	Standard, Lang-Worth AP

ILLINOIS

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel		Representatives Transc. Library News Service
ALTON	WOKZ 1948	1570 1,000-D	WOKZ, Inc. 229 Market St. 3-5506	......	R. C. Goshorn ⎱ owners R. L Rose ⎰ J. R. Paulos, Gen. Mgr. Oscar Jaeger, Coml. Mgr.	A. A. Riehl, Prog. Dir. Lowell Seitzinger, Prom. Mgr. Thomas Payton, Jr., Chief Engr.	Sears & Ayer Lang-Worth AP
AURORA	WMRO 1938	1280 250-D	WMRO, Inc. 184 S. River St. 4215	KBS	Martin R. O'Brien, Pres. Vincent G. Cofey, Gen. Mgr. James D. O'Brien, Coml. Mgr.	Jeanne M. Doran, Prog. Dir. John Kitner, Chief Engr.	Lang-Worth INS
BELLEVILLE	WIBV 1947	1060 250-D	Belleville Broadcasting Co. 2100 W. Main St. 5000	......	Paul A. Wnorowski, Gen. Mgr. Marshall True, Coml. Mgr.	Virginia B. Wilson, Prog. Dir., Prom. Mgr. Marvin M. Mollring, Chief Engr.	Holman Standard, World AP

ILLINOIS (Continued)

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel		Representatives Transc. Library News Service
BLOOMINGTON	WJBC 1924	1230 250	Bloomington Bcstg. Co. 209 E. Washington St. 5281	ABC	Loring Merwin, Pres. Hale Bondurant, Gen. Mgr.	Joseph J. Hannie, Coml. Mgr. Joseph J. Glass, Prog. Dir. Fred L. Bailey, Chief Engr.	Pearson Long-Worth SESAC UP
CAIRO	WKRO 1942	1490 250	Oscar C. Hirsch Cairo 1490	MBS	Oscar C. Hirsch, Pres. & Chief Engr. Merrill C. Currier, Gen. & Coml. Mgr.	Charles Housewright, Prog. Dir.	Pearson UP
CANTON	WBYS 1947	1560 250-D	Fulton County Bcstg. Co. East Linn St. 1877	......	Harold R. Winsor, Pres. Robert L. Odson, Gen Mgr. Myron Coy, Prog. Dir.	John M. Stockberger, Chief Engr.	Lang-Worth, World AP
CARBONDALE	WCIL 1946	1020 1,000-D	Southern Illinois Bcstg. 219 W. Main St. 167	......	Paul F. McRoy, Pres., Gen. Mgr., & Prog. Dir.	Walter Schafer, Coml. Mgr. Marion Sawyer, Chief Engr.	Capitol AP
CARMI	WROY (Construction	1460 1,000-D permit)	Carmi Bcstg. Co. 101 S. Walnut St. 682	......	Roy Clippinger, Pres. Thomas S. Land, Gen. Mgr. Howard Reedy, Coml. Mgr.	Paul Cotton, Prog. Dir. Elmer Gladson, Chief Engr.	Holman Lang-Worth UP
CARTHAGE	WCAZ 1922	990 1,000-D	Superior Bcstg. Service, Inc. 502 Wabash Ave. 520	......	Bob Compton, Pres. John Palmer, Mgr.		
CENTRALIA	WCNT 1946	1210 1000-D	WCNT, Inc. Centralia 234	......	George F. Isaac, Pres. Anne Collins, Prog. Dir.	J. J. Flanigan, Gen. Mgr. Hobart Stephenson, Jr., Chief Engr.	UP
CHAMPAIGN	WDWS 1936	1400 250	The News-Gazette Inc. 48 Main St. 5252	CBS KBS	J. A. McDermott, Gen. Mgr. Marc Howard, Coml. Mgr.	Jack R. Baum, Chief Engr.	Meeker World UP
CHICAGO 1..........	WAAF 1922	950 1000-D	Corn Belt Publishers, Inc. (Drovers Journal Div.) 221 N. LaSalle Randolph 6-1932	......	Ward A. Neff, Pres. W. E. Hutchinson, Gen. Mgr. Bradley R. Eidmann, Coml. Mgr.	Cynthia A. Coyle, Prog. Dir. Carl Ulrich, Chief Engr.	Hollingbery Standard UP
CHICAGO 1	WAIT 1940	820 5000 L-LS, Dallas	Radio Station WAIT 360 N. Michigan Ave. Franklin 2-0660	......	Gene T. Dyer, Pres. Sil Aston, Gen. & Coml Mgr.	Rosemary Petru, Prog. Dir. Ed W. Jacker, Chief Engr.	Radio Reps, Inc. Lang-Worth, Associated, UP

PROFIT RESOLUTION FOR ADVERTISERS IN 1949

Improve Penetration and Coverage

In CHICAGO by Using . . .

for Greater Power
Now 50,000 Watts

WCFL

for Ideal Position
1,000 on the Dial

for Championship Programming

Ace Sports—Notre Dame and Chicago Cardinals Football; Blackhawks Hockey.

Great Music—Chicago Symphony, The Music Lovers' Hour, Deems Taylor.

News—by Baukhage and Agronsky plus round-the-clock coverage.

Top Network Features—Breakfast Club, Gang Busters, Abbott & Costello Kid Show, What's My Name? and others.

WCFL

The Voice of Labor
666 Lake Shore Drive, Chicago, Ill.
Represented by the Bolling Company, Inc.

. . . and incidentally, WCFL offers an unequalled plus factor in audience loyalty. There's a Union member in 2 out of every 3 families in the great Chicago area, a foundation upon which WCFL, The Voice of Labor, is building one of the most responsive product-buying markets in radio today.

DIRECTORY OF STANDARD BROADCASTING STATIONS OF THE UNITED STATES

**—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. SH—Specified Hours. U—Unlimited. CP—Construction Permit Issued*
LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.
(Data corrected to December 6, 1948)

ILLINOIS (Continued)

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel		Representatives Transc. Library News Service
CHICAGO 11	WBBM 1923	780 50,000	Columbia Bcstg. System Inc. 410 N. Michigan Ave. Whitehall 4-6000	CBS	Frank Stanton (CBS), Pres. H. Leslie Atlass, V. P. & Gen. Mgr. Frank Falknor, Sta. Mgr. Erwin Shomo, Coml. Mgr. Valentine Sherman, Prog. Dir.	Arthur E. Duram, Prom. Mgr. George Sherman, Chief Engr. Don E. Kelley, Dir. of Publicity	Radio Sales Lang-Worth, World Associated AP, UP, INS
CHICAGO	WCBD 1947	820 5,000 SH	Christian Catholic Church Administration Bldg., Zion, Ill. 521	......	Michael J. Mintern, Gen. Overseer	Carl Q. Lee, Coml. Mgr.	
CHICAGO 11.........	WCFL 1926	1000 50,000	Chicago Federation of Labor 666 Lake Shore Drive Mohawk 4-2400	ABC	William A. Lee, Pres. Maurice Lynch, Gen. Mgr. George F. Isaac, Coml. Mgr. Howard T. Keegan, Prog. Dir.	Frank McGivern, Prom. Mgr. Charles Willett, Chief Engr.	Bolling Associated UP
CHICAGO 14	WCRW 1926	1240 100 SH-WEDC, WSBC	Clinton R. White 2756 Pine Grove Ave. Eastgate 7-6860	......	Clinton R. White, Ownr., Chief Engr. J. A. White, Gen. Mgr.		MacGregor
CHICAGO 23	WEDC 1926	1240 250 SH-WCRW, WSBC	Emil Denemark 3860 W. Ogden Ave. Crawford 7-4100	......	Emil Denemark, Pres. Frank J. Kotnour, Gen. & Coml. Mgr.	Bill Mack, Prog. Dir. & Prom. Mgr. Chester Lewicki, Chief Engr.	UP
CHICAGO 6	WENR 1923	890 50,000 ST-WLS	American Broadcasting Co. 20 N. Wacker Drive Delaware 7-1900	ABC	Mark Woods (ABC), Pres. John Norton Jr., V. P. in charge Central Div. Roy McLaughlin, Coml. & Gen. Mgr.	Harold Stokes, Prog. Dir. Karl R. Sutphin, Prom. Mgr. Edward Horstman, Chief Engr.	Standard AP, UP, INS
CHICAGO 12	WGES 1924	1390 5,000	Radio Station WGES 2708 Washington Blvd. Sacramento 2-1700	......	John A. Dyer, Pres. & Gen. Mgr. E. M. Hinzman, Coml. Mgr. Herbert Rudolph, Prog. Dir.	K. P. Freda, Prom. Mgr. Ellery L. Piotts, Chief Engr.	Associated UP
CHICAGO 11	WGN 1924	720 50,000	WGN Inc. 441 N. Michigan Ave. Superior 7-0100	MBS	Col. R. R. McCormick, Pres. Frank P. Schreiber, Mgr. Paul C. Brines, Asst. Mgr. Wm. A. McGuineas, Coml. Mgr. Walter J. Preston, Prog. Dir.	Bruce W. Dennis, Asst. Prog. Dir. James G. Hanlon, Publ. Dir. Carl J. Myers, Dir. of Engrg.	Keenan & Eickelberg WGN Standard, Capitol AP, UP
CHICAGO 11	WIND 1927	560 5,000	Johnson Kennedy Radio Corp 400 N. Michigan Whitehall 2170	......	Paul Harper, Pres. Ralph L. Atlass, Gen. Mgr. John T. Carey, Coml. Mgr.	H. Leslie Atlass, Jr., Prog. Dir. Jimmie Spanos, Prom. Mgr. Ken Shirk, Chief Engr.	Katz Standard AP, UP
CHICAGO 1	WJJD 1934	1160 50,000 L-KSL	WJJD Inc. 230 N. Michigan Ave. State 2-5466	......	Marshall Field, Pres. Arthur F. Harre, Gen. Mgr. Frederick G. Harm, Coml. Mgr.	Mark Russell, Prog. Dir. Ed Short, Prom. Mgr. Walter F. Myers, Chief Engr.	Avery-Knodel Standard, Associated UP
CHICAGO 7	WLS 1924	890 50,000 ST-WENR	Agricultural Broadcasting Co. 1230 W. Washington Blvd. Monroe 6-9700	ABC	James E. Edwards, Pres. Glenn Snyder, Gen. Mgr. & V. P. C. M. Freeman, Coml. Mgr.	Harold Safford, Prog. Dir. Donald E. Finlayson, Prom. Mgr. Thomas L. Rowe, Chief Engr.	Blair Standard AP, UP, TP
CHICAGO 54	WMAQ 1922	670 50,000	National Bcstg. Co. Merchandise Mart Superior 7-8300	NBC	Niles Trammell (NBC), Pres. I. E. Showerman, V. P. & Gen. Mgr. Oliver Morton, Sales Mgr.	Arthur Jacobsen, Prog. Dir. Harold Smith, Prom. Mgr. Howard Luttgens, Chief Engr.	NBC Spot Thesaurus AP, UP, INS
CHICAGO 10	*WMBI 1926	1110 5,000 L-KFAB, WBT	The Moody Bible Institute of Chicago 153 Institute Place Michigan 2-1570	......	Dr. Wm. Culbertson, Pres. R. L. Constable, Gen. Mgr. Robert O. Parsons, Prog. Dir.	John Raymond, Prom. Mgr. A. Paul Frye, Chief Engr.	World UP
CHICAGO 12	WSBC 1925	1240 250 SH-WCRW, WEDC	Radio Station WSBC 2400 W. Madison St. Monroe 6-9060	......	Robert O. Miller, Gen. Mgr. & Prog. Dir. Julius Miller, Coml. Mgr.	Arnold B. Miller, Prom. Mgr.	Forjoe Associated, SESAC, Macgregor Cole, UP
CICERO 50	WHFC 1926	1450 250	WHFC, Inc. 6138 West Cermak Road Olympic 4305		Richard W. Hoffman, Pres. M. E. Clifford, Sta. Mgr. A. Vann, Coml. Mgr.	R. Mueller, Prog. Dir. E. P. Hayes, Chief Engr.	Lang-Worth World Capitol UP
CLINTON	WHOW 1947	1520 1,000-D	Cornbelt Bcstg. Co. 401½ S. Side Square 305	......	Dr. Keith Rhea, Pres. Francis Higgins, Gen. Mgr. James Williams, Coml. Mgr.	Bill Johnson, Prog. Dir. Jaqueline Ceis, Prom. Mgr. Edward Fisher, Chief Engr.	Cooke Standard UP
DANVILLE	WDAN 1938	1490 250	Northwestern Publishing Co. 1500 N. Washington Ave. 1700	CBS	E. C. Hewes, Gen. Mgr. Robert J. Burow, Sta. & Prom. Mgr.	Honore E. Ronan, Prog. Dir. Theodore G. Magin, Chief Engr.	McKinney World UP
DECATUR 70	WSOY 1924	1340 250	Commodore Bcstg. Inc. Route 48 at N. Jasper St. 5371	CBS	Fred W. Schaub, Pres. Merrill Lindsay, Gen. Mgr. Charles F. Bruce, Coml. & Prom. Mgr.	Bernard J. Johnson, Prog. Dir. Milburn H. Stuckwish, Tech. Dir.	Weed Lang-Worth AP
DEKALB	WLBK 1947	1360 500-D	DeKalb Radio Studios 153½ N. Third St. 2677	......	T. A. Lanes, Pres.	Robert C. Brown, Prog. Dir.	McGeehan & O'Mara Cole, Thesaurus AP
EAST ST. LOUIS ...	WTMV 1935	1490 250	WTMV, On The Air Inc. Broadview Hotel Bridge 3424	......	Clarence Leich, Owner Frank J. Prendergast, Gen. & Coml. Mgr.	Dale Douglas, Prog. Dir. & Prom. Mgr. Erle E. White, Chief Engr.	Weed World UP
EFFINGHAM	WCRA 1947	1090 250-D	Effingham Broadcasting Co. Box 568 1090	......	Joseph E. McNaughton, Pres. & Coml. Mgr. Donald J. Grantham, Gen. Mgr.	Patricia A. Grantham, Prog. Dir. Scott Franklin, Chief Engr.	Rural Radio Lang-Worth UP

in april 1949, we'll be 25 years old

FOR 25 years WLS has been serving listeners in Midwest America. This stewardship of responsibility has been recognized by listeners, the radio industry and by the press. Here are but a few press comments about WLS as a station and its much-imitated WLS National Barn Dance.

What They Say About Us

THE STATION

"Congratulations to WLS on their continued public service to radio listeners. The station has long been well at the top in public favor. Its programs with their appeal to folks in both metropolitan and rural areas label WLS the true American station."
—CHICAGO TIMES

"WLS wants, tries, claims to be and is the farmers' own station . . . sees as the farmer sees, feels as he feels. Dinner Bell Time is unquestionably the country's oldest and best-loved farm program. Farmers believe in WLS."
—PAGEANT MAGAZINE

"For the time of your life, dial WLS. This station has undoubtedly the most splendid array of artists ever grouped together. We agree, with numerous thousands of other people, that this crew puts on the best programs ever to emanate from a broadcasting studio, barring none."
—WELLSTON, OHIO SENTINEL

"Its success has been due largely to its policy of sticking to programs that make their appeal to what might be termed the 'average' air audience—folks that like the old folk songs, clean humor, sentimental music and 'homey' sketches."
—BILLBOARD

"Listeners write to WLS as they would write to a friend or cousin."
—READ MAGAZINE

"WLS intended its service for the farmer, but the city people listened in, and liked it so well that something of an urban demand for farm music and farm humor has sprung up."
—CHRISTIAN SCIENCE MONITOR

"WLS a public servant in the Midwest."
—TIME MAGAZINE

THE NATIONAL BARN DANCE

"A phenomenon in the brief perspective of radio history is the ever popular National Barn Dance . . . the Barn Dance typifies the success story of WLS."
—LIFE MAGAZINE

"Keynote of the program's widespread national popularity is that the music is truly representative of American life."
—CHICAGO TIMES

"The National Barn Dance originated by station WLS in Chicago maintains perhaps a higher level of talent than any other."
—FACTS MAGAZINE

"The patrons (at Eighth Street Theater) were folksy souls from the farm lands of Illinois and neighboring states."
—CHICAGO HERALD-AMERICAN

"Probably the closest that radio will ever get to authentic Americana is the National Barn Dance . . . a portrait of the rustic heart of America."
—NEWSWEEK MAGAZINE

"From the first night the program was a sellout . . . barn dance fans are still flocking to the performances."
—CORONET MAGAZINE

"There are dozens of local barn dances, but the WLS National Barn Dance is the daddy of them all . . . a form of entertainment and humor which strikes a snetimental chord in every American heart."
—READ MAGAZINE

A TRADITION of service, in order to maintain itself, must constantly be charged with enthusiasm for the present, foresight for the future. Here is a reflection of the FIRST twenty-five years. WLS, its management and its staff are aware of the responsibility, the challenge of the future in maintaining radio leadership in service to the WLS "family of listeners."

WLS
CHICAGO 7

The PRAIRIE FARMER STATION

A CLEAR CHANNEL STATION
50,000 WATTS, 890 KC, ABC AFFILIATE
REPRESENTED BY **JOHN BLAIR & CO.**

**—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. SH—Specified Hours. U—Unlimited. CP—Construction Permit Issued.*
LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.
(Data corrected to December 6, 1948)

ILLINOIS (Continued)

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel		Representatives Transc. Library News Service
EVANSTON	WNMP 1947	1590 1,000-D	Evanston Broadcasting Co. 2201 Oakton St. Greenleaf 5-1590	......	Fred S. Newton, Pres. Angus D. Pfaff, Gen. & Coml. Mgr.	Frederick H. Schmutz, Prod. Mgr. L. J. Schnedorf, Chief Engr.	Standard INS
FREEPORT	WFRL 1947	1570 1,000-D	Freeport Broadcasting Co. 9 N. Chicago Ave. State 436	......	Vincent S. Barker, Pres. & Gen. Mgr. Dave Taylor, Coml. Mgr.	Arthur Hanstrom, Prog. Dir. Vincent S. Barker, Chief Engr.	Cooke World AP
GALESBURG	WGIL 1938	1400 250	Galesburg Broadcasting Co. Hill Arcade 4626	MBS	Mrs. Milton Schmith, Pres. R. W. Frudeger, Gen. & Coml. Mgr.	Elizabeth Harler, Prog. Dir. E. D. Scandrett, Chief Engr.	McGeehan & O'Mara Standard UP
HARRISBURG	WEBQ 1923	1240 250	Harrisburg Broadcasting Co. 100 East Poplar St. 28	KBS	Inglis M. Taylor, Gen. & Coml. Mgr. Wanda O. Raley, Prog. Dir.	Ken Hamilton, Prom. Mgr. Elmer Gladson, Chief Engr.	UP
HERRIN	WJPF 1940	1340 250	Orville W. Lyerla Herrin 382	MBS KBS	Orville W. Lyerla, Pres. Charles R. Cook, Gen. & Coml. Mgr.	Gino Monaco, Chief Engr.	Pearson Standard SESAC UP
JACKSONVILLE	WLDS 1941	1180 1,000-D	Edge & Korsmeyer Fox Illinois Theatre Bldg. 1180	KBS	Milton Edge E. J. Korsmeyer Partners E. J. Korsmeyer, Gen., Coml. & Prom. Mgr.	T. J. Fairburn, Prog. Dir. G. J. Cassens, Chief Engr.	Holman Standard UP
JOLIET	WJOL 1926	1340 250	Joliet Broadcasting Co. 601 Walnut St. 4761	KBS	Calvin Wilson, Pres. R. L. Bowles, Gen. & Coml. Mgr.	Eileen Caron, Prog. Dir. Lester De Costa, Chief Engr.	McGillvra Lang-Worth UP
KANKAKEE	WKAN 1947	1320 1,000-D	Kankakee Daily Journal Co. 183 N. Schuyler Ave. Main 6500	......	Leslie C. Small, Pres. Bruce Brown, Sta. Mgr.	Wayne Center, Prog. Dir. Robert Harrell, Chief Engr.	Holman World, Standard AP
LaSALLE	WLPO 1947	1220 250-D	LaSalle County Broadcasting Co. P. O. Box 399 3100	......	F. F. McNaughton L. F. Leurig Partners William Holm, Gen. & Coml. Mgr.	Joseph Terrando, Prog. Dir. Lawrence McCann, Chief Engr.	World Lang-Worth AP
MACOMB	WKAI 1946	1510 250-D	Macomb Broadcasting Co. 113 E. Carroll St. 1350	KBS	James C. Bailey, Pres. Lyle B. Landis, V. P.	Eugene F. Spry, Prog. Dir. Maurice Riggins, Chief Engr.	Thesaurus SESAC UP
MATTOON	WLBH 1946	1170 250-D	Mattoon Broadcasting Co. 1632½ Broadway 3800	......	J. R. Livesay, Pres. & Gen. Mgr. R. O. Looper, Coml. Mgr.	Robert F. LaMere, Prog. Dir. Ray Livesay, Chief Engr.	Standard AP
MOLINE	WQUA 1946	1230 250	Moline Broadcasting Co. Radio Center 7000	MBS	Bruff W. Olin, Jr., Pres. & Gen. & Prom. Mgr. G. Laverne Flambo, V. P. & Coml. Mgr.	Jack Davis, Prog. Dir. Larry Lynch, Chief Engr.	World AP
MOUNT CARMEL	WVMC 1948	1360 500-D	Charles F. Rodgers 727 Main St.		Charles F. Rodgers, Owner		
MT. VERNON	WMIX 1946	940 1,000-D	Mt. Vernon Radio & Telev. Co. 2 Radio Center 3500	......	John Russell Mitchell, Pres. Edward Raasch, Gen. Mgr. Walter Hemann, Coml. Mgr.	William F. Miller, Prog. Dir. Adron N. Miller, Chief Engr.	Pearson World, Standard AP
OAK PARK	WEBS (Construction	1490 250 permi	Village Bcstg. Co. 104 N. Oak Park Ave.				
OLNEY 3	WVLN 1947	740 250-D	Olney Broadcasting Co. 302 E. Main St. 935		Marshall H. Poole, Pres. & Gen. Mgr. Raymond Baker, Coml. Mgr.	James Butler, Prog. Dir. James H. Weber, Chief Engr.	Holman Capitol Standard AP
PEKIN	WSIV 1945	1140 1,000-D	Pekin Broadcasting Co. 15 S. Fourth St. 1747	......	W. Kenneth Patterson, Pres. & Gen. Mgr. J. Ed Henry, Coml. Mgr. Robert R. Snow, Prog. Dir.	George C. Udry, Prom. Mgr. Emil Prandoni, Chief Engr.	Holman Lang-Worth SESAC AP
PEORIA	WEEK 1947	1350 1,000	West Central Bcstg. Co. Commercial Nat'l. Bank Bldg. 3-3688	NBC	Robert S. Kerr, Pres. Fred C. Mueller, Gen. Mgr. Thomas I. Greer, Lcl. Sales Mgr.	George W. Cremeens, Prog. Dir. Montez Tjaden, Prom. Mgr. Alden F. Wooster, Chief Engr.	Katz World Capitol AP
PEORIA 2	WIRL 1948	1290 5,000	Illinois Valley Broadcasting Co. 115 N. Jefferson Ave. 4-9239	ABC	Timothy W. Swain, Pres. Robert B. Jones, Jr., Gen. & Coml. Mgr. C. William Selah, Prog. Dir.	Freeman Hasbrook, Prom. Mgr. Rudolph Luukinen, Chief Engr.	Avery-Knodel Standard UP
PEORIA 2	WMBD 1927	1470 5,000	Peoria Broadcasting Co. 212 S. Jefferson 7133	CBS	Edgar L. Bill, Pres. Charles C. Caley, Exec.-V.P. Don D. Kynaston, Dir. of Sales	Charles E. Barnhart, Prog. Dir. Marvin H. Hult, Prom. Mgr. James A. Ebel, Dir. of Engrg.	Free & Peters Thesaurus Lang-Worth AP, UP
PEORIA 2	WMMJ 1946	1020 1,000-D	Mid State Broadcasting Co. Inc. 408 Fulton St. 9164	MBS	William J. Kutsch, Pres. & Gen. Mgr. James T. Butler, Coml. Mgr.	Robyn Weaver, Prog. Dir. Verne Parks, Chief Engr.	Pearson Standard SESAC UP
PEORIA 2	WWXL 1947	1590 1,000	Central Ill. Radio Corp. Hotel Jefferson 9106	......	Joseph H. Giddan, Pres. Michael Henry, Gen. & Coml. Mgr. Kres Fluegel, Prog. Dir.	Lee Rothman, Prom. Mgr. Carl Horine, Chief Engr.	Associated SESAC INS

1,029,762,240

No, this is not the national debt. This astronomical figure is merely the number of minutes that were listened to WGN in an average week.

> *That's a mighty lot of listening—it's over 17 million hours and more than 715 thousand days and better than 100 thousand weeks of listening.*

But it's all just an average week of listening for WGN. If this leads you to believe that a lot of people like WGN, listen to it long and regularly—you're right. If this further makes you wonder how one station among all the rest can have such data available—it's because this station believes in factual selling, program research, and keeping radio away from the "blue sky" days.

Data based on Nielsen Radio Index, 1948 Coverage Report.

A Clear Channel Station . . .
Serving the Middle West

MBS

WGN

Chicago 11
Illinois
50,000 Watts
720
On Your Dial

Eastern Sales Office: 220 East 42nd Street, New York 17, N. Y.
West Coast Representatives: Keenan and Eickelberg
235 Montgomery St., San Francisco 4 • 2978 Wilshire Blvd., Los Angeles 5
710 Lewis Bldg., 333 SW Oak St., Portland 4

**—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. SH—Specified Hours. U—Unlimited. CP—Construction Permit Issued*
LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.
(Data corrected to December 6, 1948)

ILLINOIS (Continued)

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel		Representatives Transc. Library News Service
QUINCY	WFAR (Construction permit)	1230 250	Illmo Bcstg. Corp. 1000 Monroe St.	......	S. Parker Gates, Pres.		
QUINCY	WGEM 1948	1440 1,000	Quincy Broadcasting Co. Hotel Quincy 6840	ABC	Donald F. Fischer, Pres. & Gen. Mgr.	Joseph S. Bonansinga, Coml. Mgr.	Lorenzen & Thompson Lang-Worth AP, UP
QUINCY	WTAD 1926	930 1,000	Lee Broadcasting Inc. W.C.U. Bldg. 6200	CBS	Lee P. Loomis, Jr., Pres. George Arnold, Jr. Co.-Mgr. (Opns.) W. T. Burghart, Co.-Mgr. (Sales) Walter J. Rothschild, Natl. Sales Mgr.	Merritt Milligan, Prog. Dir. Charles Griffith, Prom. Mgr. Urlin Whitman, Chief Engr. L. Winfield Born, Tech. Dir.	Weed Standard Associated AP, UP
ROCKFORD	WROK 1929	1440 1000-LS 500-N	Rockford Broadcasters Inc. Rockford Newstower 2-6621	ABC	Albert Simms, Pres. Walter M. Koessler, Gen. Mgr. John J. Dixon, Coml. Mgr.	Maurice Owens, Prog. Dir. Betty Thro, Prom. Mgr. Wilfred A. Smith, Chief Engr.	Headley-Reed Standard UP
ROCK ISLAND	WHBF 1926	1270 5,000	Rock Island Bcstg. Co. 1800 Third Ave. 918	ABC	Ben H. Potter, Pres. Leslie C. Johnson, V.P. & Gen. Mgr. Maurice J. Corken, Coml. Mgr.	Forest W. Cooke, Prog. Dir. Fern R. Hawks, Prom. Mgr. Robert J. Sinnett, Chief Engr.	Avery-Knodel Associated AP, UP
SPRINGFIELD	WCVS 1922	1450 250	WCBS Inc. 523 E. Capitol Ave. 9855	ABC	H. L. Dewing, Pres. C. W. Neeld, Gen. Mgr.	John Geil, Prog. Dir.	Sears & Ayer World AP
SPRINGFIELD	WTAX 1930	1240 100	WTAX Inc. Reisch Bldg. 2-4441	CBS	Oliver J. Keller, Pres. & Gen. Mgr. O. J. Keller, Jr., Coml. Mgr. Gladys McGrew, Prog. Dir.	Shelby Harbison, Prom. Mgr. E. C. Swaringen, Chief Engr	Weed Lang-Worth SESAC UP
TAYLORVILLE	WTIM (Construction permit)	1410 1,000-D	Christian County Bcstg. Co. 530 S. Washington St.	......	L. H. Pilcher, Pres.		
TUSCOLA	WDZ 1921	1050 1,000-D	WDZ Bcstg. Co. McNeill Bldg. 431	......	Edgar L. Bill, Pres. Charles C. Caley, V.P. & Gen. Mgr. James W. Fuson, Jr., Res. Mgr. & Prog. Dir.	E. E. Dilliner, Dir. of Sales A. James Ebel, Chief Engr.	Free & Peters World UP
URBANA	*WILL 1922	580 5,000-D	U. of Illinois 1010 S. Wright St. 7-6611	......	George D. Stoddard, Pres. Jos. F. Wright, Gen. Mgr.	Frank E. Schooley, Prog. Dir. Harold E. Hill, Prom. Mgr. John R. Brugger, Chief Engr.	Thesaurus AP, UP
URBANA	WKID 1948	1580 250-D	University City Bcstg. Corp. 505 Vermont Ave.	......	John O. Bartlow, Pres. Bruce R. Foote, V.P.		

WWXL
Peoria

1,000 Watts
Full Time

1590 KC

Programs for the Listener

SPORTS
MUSIC

NEWS EVERY-HOUR-
ON-THE-HOUR

National Rep.
Burn-Smith Co.

Studios:
Jefferson Hotel

☛ **DRAMA, TOO!!**
Billboard's 1948 2nd Place Award in 50,000 Watt Class to WJJD

RANDY BLAKE

ROSEMARY WAYNE

FRANK SWEENEY

ERNIE SIMON

AL BENSON

J. WILSON DOTY
organ

CHARLOTTE MORRIS
piano

outstanding music

MARTY HOGAN

PIAZZA QUINTET

RECORDS

TRANSCRIPTIONS

WJJD combines the best in records, transcriptions, "disc jockeys," and the live music of J. Wilson Doty at the organ, Charlotte Morris at the piano and the Al Piazza Quintet to meet Chicago's diversified taste in music. Al Benson and Ernie Simon ran "one-two" in the recent poll to determine "Chicago's Favorite Disc Jockey" with the other WJJD platter-spinners . . . Rosemary Wayne, Randy Blake, Frank Sweeney and Marty Hogan . . well up in the running. One of Chicago's largest record libraries and the complete Standard, Associated and Capitol Transcription Services provide the melody for our "Disc Jockeys."

WJJD

1160 SPOT ON YOUR DIAL ★ 50,000 WATTS ★ CHICAGO

a Marshall Field station ☆ represented nationally by Avery-Knodel

DIRECTORY OF STANDARD BROADCASTING STATIONS OF THE UNITED STATES

**—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. SH—Specified Hours. U—Unlimited. CP—Construction Permit Issued.*
LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.
(Data corrected to December 6, 1948)

INDIANA

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel		Representatives Transc. Library News Service
ANDERSON	WCBC 1947	1470 1000-D	Civic Broadcasting Corp. 116 W. 12th St. 8822	......	Lloyd B. Gallimore, Pres. John J. Garrett, Jr., Gen. & Coml. Mgr.	Sidney Grieb, Prog. Dir. & Prom. Mgr. Kenneth Routh, Chief Engr.	Holman World, SESAC AP
ANDERSON	WHBU 1924	1240 250	Anderson Bcstg. Corp. Citizens Bank Bldg. 7791	ABC KBS	C. Bruce McConnell, Pres. John R. Atkinson, Gen. Mgr.	E. R. McCord, Prog. Dir. L. M. Shroyer, Chief Engr.	McGeehan & O'Mara Standard UP
BEDFORD	WBIW 1948	1340 250	Radio Bedford Inc. P.O. Box 169 4421	......	William C. Smith, Jr., Pres. & Gen. Mgr. Louis E. Gaines, Coml. Mgr.	Barbara Davis, Prog. Dir. Harold B. Rothrock, Prom. Mgr. Carl Finger, Chief Engr.	McGeehan & O'Mara Capitol AP
BLOOMINGTON	WSUA 1946	1010 1000-D	Radio Station WSUA Inc. 117½ W. Kirkwood Ave. 7277	......	Warren G. Davis, Pres. & Gen. Mgr. Lyle Warrick, Coml. Mgr.	Steven T. Briggs, Prog. Dir. James Rolfe, Chief Engr.	World Standard UP
BLOOMINGTON	WTOM 1947	1490 250	Fred O. Grimwood Curry Bldg. 2-2593	KBS	Fred O. Grimwood, Pres. Theo. A. Giles, Gen. Mgr. Maurice Latimer, Coml. Mgr.	Marc. A. Williams, Prog. Dir.	Sears & Ayer Lang-Worth AP
BLOOMINGTON	WTTS 1948	1370 1,000-LS 500-N	Sarkes and Mary Tarzian 535 S. Walnut St. 7538	......	Sarkes and Mary Tarzian, Owners Glenn Van Horn, Gen. Mgr.		Associated Thesaurus
CONNERSVILLE	WCNB 1948	1580 250-D	News-Examiner Company 406 Central Ave. 1950	......	Emmett M. Jackson, Gen. & Coml. Mgr. Evaree Walters, Prog. Dir.	Al Edmonds, Prom. Mgr. James C. Wulliman, Chief Engr.	Thesaurus Capitol UP
ELKHART	WTRC 1931	1340 250	Truth Publishing Co. 116 S. 2nd St. 948	NBC KBS	C. D. Greenleaf, Pres. R. R. Baker, Gen. Mgr. Dick Holloway, Coml. Mgr.	Howard Hoffman, Prog. Dir. Hank Davis, Prom. Mgr. L. W. Zellmer, Chief Engr.	Burn-Smith World Standard Associated UP
EVANSVILLE 8	WEOA 1936	1400 250	WFBM Inc. 24 N. W. 3rd St. 4-9215	CBS	Harry M. Bitner, Jr., Pres. Don Menke, Gen. & Coml. Mgr.	William Fall, Prog. Dir. & Prom. Mgr. Robert Wilson, Chief Engr.	Katz Lang-Worth INS
EVANSVILLE 8	WGBF 1925	1280 5,000-LS 1,000-N	On the Air Inc. 519 Vine St. 2-1171	NBC	Clarence Leich, Gen. Mgr. Mrs. Pat Roper, Prog. Dir.	Del Greenwood, Prom. Mgr. Erwin Schoeny, Chief Engr.	Weed World UP
EVANSVILLE	WIKY 1947	820 250-D	South Central Bcstg. Corp. Mt. Auburn Rd. 48284	......	John A. Engelbrecht, Pres. & Gen. Mgr.	George F. Stoltz, Chief Engr.	Burn-Smith Associated Capitol AP
EVANSVILLE	WJPS 1948	1330 5,000-LS 1,000-N	WJPS Inc. 206 Main St. 5-2221	ABC	Robert S. Davis, Pres. Robert J. McIntosh, Gen. & Coml. Mgr. Jack McLean, Prog. Dir.	E. Ward Crane, Prom. Mgr. Gilbert Hoffman, Chief Engr.	Meeker Standard UP
FT. WAYNE 2	WANE 1948	1450 250	Radio Ft. Wayne Inc. Ft. Wayne Bk. Bldg. Anthony 6212	......	Merlin H. Smith, Pres. Glenn R. Thayer, Secy-Treas. & Coml. Mgr.	Chester T. Behrman, Prog. Dir. John Vick, Chief Engr.	Forjoe Standard AP
FORT WAYNE 2	WFTW 1947	1090 1000-D	Fort Wayne Bcstg. Inc. 220 E. Jefferson St. Anthony 2295	KBS	Edward G. Thoms, Pres. & Gen. Mgr. William R. Aldrich, Coml. Mgr.	Paul Price, Prog. Dir. Eugene A. Chase, Chief Engr.	Burn Smith Associated UP
FORT WAYNE 2	WGL 1924	1250 1000	Farnsworth Telev. & Radio Corp. 201 W. Jefferson St. Eastbrook 3366	NBC	E. A. Nichols, Pres. Pierre Boucheron, Gen. & Coml. Mgr.	Norman C. Widenhofer, Prog. Dir. & Prom Mgr. Don Holzapfel, Chief Engr.	Headley-Reed Standard, Lang-Worth AP
FORT WAYNE 6	WKJG 1947	1380 5000	Northeastern Indiana Bcstg. Co. 3802 S. Calhoun St. Harrison 6111	MBS	William A. Kunkel, Jr. Pres. Hilliard Gates, Sta. Mgr. Norman H. Stewart, Sales Mgr.	Calo O. Mahlock, Prog. Mgr. Thomas J. Copeland, Chief Engr.	Lorenzen & Thompson World AP, UP
FORT WAYNE 2	WOWO 1925	1190 10,000	Westinghouse Radio Stations Inc. 925 S. Harrison Anthony 2136	ABC	Walter Evans, Pres. J. B. Conley, Gen. Mgr. Robert G. Duffield, Station Mgr. Paul E. Mills, Sales Mgr.	Carl Vandegrift, Prog. Mgr. Hilda C. Woehrmeyer, Sales Prom. Mgr. Bruce Ratts, Chief Engr.	Free & Peters Capitol UP
HAMMOND	WJOB 1928	1230 250	South Shore Bcstg. Corp. 449 State St. Sheffield 8400	......	Robert C. Adair, Pres. & Gen Mgr. L. B. Weller, Coml. Mgr. Edward Rozhon, Sales Mgr.	Frank Reynolds, Prog. Dir. Jess Peters, Chief Engr.	McGillvra Associated SESAC Capitol UP
INDIANAPOLIS 4	WFBM 1939	1260 5000	WFBM Inc. 48 Monument Circle Lincoln 8506	CBS	H. M. Bitner, Pres. H. M. Bitner, Jr., Gen. Mgr. William F. Kiley, Coml. & Prom. Mgr.	Frank O. Sharp, Prog. Dir. Harold S. Holland, Chief Engr.	Katz Associated AP, INS
INDIANAPOLIS 6	WIBC 1938	1070 50,000	Indiana Bcstg. Corp. 30 W. Washington St. Lincoln 2305	MBS	R. M. Fairbanks, Pres. Kenneth W. Church, Gen. & Coml. Mgr.	Ed. Mason, Prog. Dir. Jane Flaherty, Prom. Mgr. Harry Adams, Chief Engr.	Blair Associated, World Lang-Worth UP
INDIANAPOLIS 6	WIRE 1929	1430 5000	Indianapolis Bcstg. Inc. Claypool Hotel Riley 1541	NBC	Eugene C. Pulliam, Pres. Willard C. Worcester, V.P. & Gen. Mgr. Daniel C. Park, Gen. Sales Mgr.	Wm. L. Dean, Prog. Dir. James Willingham, Prom. Dir. Eugene E. Alden, Chief Engr.	Pearson Thesaurus, World AP, UP

WIRE
J
INDIANA

Your Best Salesman

In the Great Hoosier Market

Hams or hassocks . . . makes no difference . . . Indianapolis and the central area is a potential "bonanza" for the sales-minded sponsor who purchases WIRE radio time and utilizes our consistent promotional, research and merchandising facilities.

WIRE's coverage of the central area is complete . . . covering 20 out of the 25 of the retail-trading-area counties. These 20 counties represent the bulk of the central area population.

The central area boasts a family population of 607,051 (1,337,705 individuals) . . . with a buying power of over one billion dollars.

These thousands of purchasers with the "1430" habit are your best customers in the great Hoosier market.

WIRE

Basic NBC • 5,000 WATTS • 1430 KC.
INDIANAPOLIS, INDIANA

Nationally Represented By
John E. Pearson Company
•
Affiliated With
The Indianapolis Star

THE BEST SHOWS IN RADIO ARE ON WIRE

INDIANA (Continued)

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel		Representatives Transc. Library News Service
INDIANAPOLIS 4	WISH 1941	1310 5000-LS 1000-N	Universal Bcstg. Co. 215 Board of Trade Bldg. Market 6345	ABC	Frank E. McKinney, Pres. George J. Higgins, Gen. & Coml. Mgr. William H. Frosch, Prog. Dir.	Reid Chapman, Prom. Mgr. Stokes Gresham, Jr., Chief Engr.	Free & Peters Standard AP
INDIANAPOLIS	WXLW 1948	1590 1000-D	Radio Indianapolis Inc. Indianapolis Athletic Club Riley 4446	......	Samuel R. Sutphin, Pres. George S. Losey, Station Mgr. Samuel R. White, Coml. Mgr.	Harry Lukins, Prog. Dir. Charles Alter, Chief Engr.	Burn-Smith Capitol, World UP
JASPER	WITZ 1947	990 1000-D	Jasper On the Air, Inc. Jasper 515	......	Gilbert E. Metzger, Pres. Dales Phares, Gen. Mgr. Thomas D. Mitchel, Coml. Mgr.	Elizabeth Good, Prog. Dir. Margaret Scherle, Prom. Mgr. James Mosby, Chief Engr.	Associated UP
KOKOMO	WIOU 1948	1350 1000	North Central Indiana Bcstg. Corp. Radio Center 6194	CBS	John Carl Jeffrey, V.P. & Gen. & Prom. Mgr. Frank Gregory, Coml. Mgr. James Muse, Prog. Dir.	Chester Rector, Chief Engr.	Weed Thesaurus AP
KOKOMO	WKMO 1941	1400 250	Kokomo Bcstg. Corp. 400½ N. Main St. 5171	KBS	Dr. R. S. Taylor, Pres. "Tiny" Joe Jordan, Gen. Mgr. Bill Wells, Local Coml. Mgr.	Don Cripe, Prog. Dir. George Palmer, Chief Engr.	Meeker Lang-Worth, Standard UP
LAFAYETTE	WASK 1942	1450 250	WFAM Inc. Wallace Bldg. 4300	MBS	O. E. Richardson, Pres. & Gen. Mgr. Hi Shumway, Prom. Mgr.	Harry Garba, Chief Engr.	McGillvra World UP
LAFAYETTE	*WBAA 1922	920 5,000-LS 1,000-N	Purdue U. Hall of Music 92-2147	......	Dr. F. L. Hovde, Pres. James S. Miles, Gen. Mgr.	Ralph R. Townsley, Chief Engr.	Associated UP
LA PORTE	WLOI 1948	1540 250-D	La Porte County Bcstg. Co. P. O. Box 381 La Porte 3675	......	Hoyt H. Scott, Pres.		
MARION	WBAT 1947	1600 500-D	Marion Radio Corp. Box 309 5500	......	J. H. Bone, Pres. & Gen. Mgr. Harry G. Hipps, V.P. & Asst. Gen. Mgr. Kermit A. Botkin, Coml. & Prom. Mgr.	J. Richard Aker, Prog. Dir. Charles Westfall, Chief Engr.	Walker World AP
MICHIGAN CITY ...	WIMS 1947	1420 1000-D	Northern Indiana Bcstrs. Inc. 415 Franklin St. 4980	......	O. E. Richardson, Pres. E. R. Herkner, Gen. Mgr.	Richard S. Olsen, Prog. Dir Robert J. Schilling, Chief Engr.	Lorenzen & Thompson World UP
MUNCIE	WLBC 1926	1340 250	Tri-City Radio Corp. P. O. Box 271 4403	CBS KBS	D. A. Burton, Pres. & Gen. Mgr. W. F. Craig, Coml. Mgr.	Lee Allerton, Prog. Dir. M. M. Crain, Chief Engr.	Walker, Holman Capitol AP
NEW ALBANY	WLRP (Construction permit)	1570 1,000-D	Ohio Valley Bcstg. Co. New Albany	......	Roy L. Hickox, Pres. & Gen. Mgr.		
RICHMOND	WKBV 1926	1490 250	Central Broadcasting Corp. 25 S. Ninth St. 1156	MBS	C. E. Hamilton, Pres. G. F. Albright, Gen. Mgr. R. L. Nusbaum, Coml. Mgr. & Prom. Mgr.	A. F. Schroy, Prog. Dir. L. J. Duning, Chief Engr.	Meeker Lang-Worth SESAC UP
SEYMOUR	WJCD (Construction permit)	1390 500-D	Dr. Azra C. Baker 1340 28th St. Louisville, Ky.	......	Dr. Azra C. Baker, Owner		
SOUTH BEND 4	WHOT 1944	1490 250	South Bend Bcstg. Corp. 434 S. St. Joseph St. 3-4155	ABC	C. Bruce McConnell, Pres. William H. Spencer, Gen. & Coml. Mgr.	Robert E. Berryman, Prog. Dir. C. J. Pejakowski, Prom. Mgr. David Maltby, Chief Engr.	Bolling Associated AP
SOUTH BEND	WJVA 1947	1580 250-D	St. Joseph Valley Bcstg. Corp. 214 W. Wayne St. 3-8668	......	B. W. Redifer, Pres. & Gen. Mgr. Dale Roberts, Coml. & Prom. Mgr.	William Oliver, Prog. Dir. F. J. Bock, Chief Engr.	Burn-Smith Capitol, Lang-Worth World UP
SOUTH BEND 26	WSBT 1922	960 5000	South Bend Tribune South Bend 26 3-6161	CBS	F. A. Miller, Pres. Robert H. Swintz, Gen. Mgr. Neal B. Welch, Coml. Mgr.	Robert J. Drain, Prog. Dir. Walter Sweitzer, Prom. Mgr. Herbert G. Cole, Chief Engr.	Raymer Capitol, Standard UP
TELL CITY	WTCJ 1948	1230 250	James Roland Brewer Tell City 740	KBS	James R. Brewer, Pres., Gen. & Coml. Mgr. Steve Bellinger, Prom. Mgr.	James R. Brewer, Chief Engr.	AP
TERRE HAUTE	WBOW 1927	1230 250	Banks of the Wabash Inc. 303 S. Sixth St. Crawford 5034	NBC	Wm F. Rippetoe, Gen. & Coml. Mgr. Leo J. Baxter, Prog. Dir.	Madeline Barry, Prom. Mgr. Donald Aldrich, Chief Engr.	Weed World AP, UP
TERRE HAUTE	WTHI 1945	1480 1000	Wabash Valley Bcstg. Corp. 120 S. 7th St. Crawford 9481	ABC	Anton Hulman Jr., Pres. J. M. Higgins, Mgr. & Coml. Mgr.	A. C. Johnson, Prog. Dir. T. R. Felts, Chief Engr.	Free & Peters Lang-Worth UP
VINCENNES	WAOV 1940	1450 250	Vincennes Sun Co. 320 Busseron St. 787	MBS	Eugene C. Pulliam, Pres. Howard N. Greenlee, Gen. Mgr. Robert L. Harris, Sta. Mgr.	Vernon Paule, Prog. Dir. Eugene E. Alden, Chief Engr.	Pearson Lang-Worth SESAC UP

DIRECTORY OF STANDARD BROADCASTING STATIONS OF THE UNITED STATES

**—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. SH—Specified Hours. U—Unlimited. CP—Construction Permit Issued LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.*
(Data corrected to December 6, 1948)

IOWA

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel		Representatives Transc. Library News Service
AMES	KASI 1948	1430 1,000-D	Ames Broadcasting Co. 328½ Main St. 3460	......	Harold W. Higby, Pres. & Gen. Mgr. Arthur A. Skinner, Sales Mgr.	Wm. Allen Bell, Prog. Dir. Doyle D. Kelso, Chief Engr.	Thesaurus, Capitol UP
AMES	*WOI 1921	640 5000-D	Iowa State College Ames 2500	......	Richard B. Hull, Director Edw P. Wegner, Prod. Mgr.	L. L. Lewis, Chief Engr.	Standard, World AP, UP
BOONE	*KFGQ 1923	1260 250-D	Boone Biblical College Boone	......			
BURLINGTON	KBUR 1941	1490 250	Burlington Bcstg. Co. Nat'l Bank Bldg. 680	ABC	Dan T. Riley, Pres. G. B. McDermott, Gen. Mgr. David Steinle, Sales Mgr.	Richard Mosena, Prog. Dir. John Gallino, Chief Engr.	Taylor-Borroff Thesaurus UP
CEDAR RAPIDS	KCRG 1947	1600 5,000	The Gazette Co. 104 First St. S.W. 4194	MBS	J. F. Hladky, Jr., V. P. Neil C. Conklin, Gen. & Coml. Mgr.	Wade S. Patterson, Prog. Dir. Edna A. Herbst, Dir. Prom. & Publicity Ken Caldwell, Chief Engr.	Pearson Associated, Standard AP, INS
CEDAR RAPIDS	KCRI (Construction	1450 250 permit)	Cedar Rapids Bcstg. Corp. Cedar Rapids	Tall Corn	W. S. Jacobsen, Chief Owner		
CEDAR RAPIDS	WMT 1922	600 5000	American Bcstg. Stations Inc. Paramount Theatre Bldg. 6127	CBS	Helen S. Mark, Owner Wm. B. Dolph, V. P. Wm. B. Quarton, Gen. Mgr. Lew Van Nostrand, Coml. Mgr.	Douglas B. Grant, Prog. Dir. Leo F. Cole, Prom. Mgr. George P. Hixenbaugh, Chief Engr.	Katz World, Lang-Worth, MacGregor AP, UP, INS
CENTERVILLE	KCOG (Construction	1400 100 permit)	The Centerville Bcstg. Co. 1908 S. Main St.	......	Robert G. Irwin, Mgr.	Robert Moore, Chief Engr.	SESAC AP
CHARLES CITY	KCHA (Construction	1580 250-D permit)	Inland Bctsg. Corp.	......	Dean W. Hollingsworth, Pres.		

$2,250,000
ANNUAL
KLEEN MAID BREAD
SALES
$2,000,000
$1,750,000
$1,500,000
$1,250,000
$1,000,000
$830,000
KXEL

K X E L

"Backbone" of Radio's Most Amazing SALES SUCCESS

- * OVER THREE THOUSAND KXEL newscasts build Kleen-Maid bread sales from $830,000 yearly to $2,250,000.
- * KXEL'S newscasts increase Kleen-Maid outlets from 1020 to 1421.
- * KXEL's newscasts increase Kleen-Maid routes from 27 to 40, OVER A ONE HUNDRED AND FORTY MILE AREA.

This amazing sales increase has been accomplished through KXEL's INTENSE SELLING, its GREAT PROGRAM POPULARITY and ITS BROAD 50,000 WATT COVERAGE in an area embracing Iowa's greatest concentration of *wealth* and *people*.

Here is positive proof that you cannot sell the heart of Iowa without KXEL and the KXEL rural city.

(Conlan Survey shows up to 52.4% listening audience.)

KXEL - 50,000 watts - ABC

JOSH HIGGINS BROADCASTING COMPANY
Waterloo, Iowa
Represented by Avery-Knodel, Inc.
COVERING THE GREAT "KXEL RURAL CITY"

DIRECTORY OF STANDARD BROADCASTING STATIONS OF THE UNITED STATES

**—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. SH—Specified Hours. U—Unlimited. CP—Construction Permit Issued. LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.*
(Data corrected to December 6, 1948)

IOWA (Continued)

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel		Representatives Transc. Library News Service
CLINTON	KROS 1941	1340 250	Clinton Bcstg. Co. 246 Fifth Ave. So. 448	MBS Tall Corn	W. S. Jacobsen, Pres. Morgan Sexton, Gen. Mgr. Walter Teich, Coml. Mgr.	Bob Bodden, Prog. Dir. Gilbert Andrew, Chief Engr.	McKinney, Webber Standard UP
COUNCIL BLUFFS ..	KSWI 1947	1560 500-D	Nonpareil Bcstg. Co. Strand Theatre Bldg. 4041	Tall Corn	Robert R. O'Brien, Pres. William E. Ware, Gen. Mgr. Robert H. O'Brien, Coml. Mgr. Elden Anspach, Prog. Dir.	Clare Murphy, Prom. Mgr. Robert W. Hall, Chief Engr.	McKinney Lang-Worth Associated AP
CRESTON	KSIB 1946	1520 1,000-D	Southwest Iowa Bcstg. Co. Radio Center 55	KBS Tall Corn	Arthur Horning, Pres. E. M. Horning, Gen. & Prom Mgr., Prog. Dir.	Frank Reynolds, Coml. Mgr. Louis A. Polen, Chief Engr.	McKinney Standard, SESAC AP
DAVENPORT	KSTT 1946	750 250-D	Davenport Bcstg. Co. Inc. 324 Main St. 2-3525	MBS Tall Corn	Hugh R. Norman, Pres. & Gen. Mgr. A. M. McGregor, Secy.-Treas., Prog. Dir.	Buryl Lottridge, Coml. Mgr. Bill Genett, Prom. Mgr. A. M. McGregor, Chief Engr.	McKinney, Webber MacGregor UP
DAVENPORT	WOC 1922	1420 5,000	Tri-City Bcstg. Co. 1000 Brady St. 3-3661	NBC	Col. B. J. Palmer, Pres. Ernie Sanders, Gen. Mgr. L. O. Fitzgibbons, Coml. Mgr.	Charles Freburg, Prog. Dir. Paul Ives, Prom. Mgr. Paul Arvidson, Chief. Engr.	Free & Peters Lang-Worth Thesaurus UP
DECORAH	KDEC 1947	1240 250 SH	Telegraph-Herald 301 W. Broadway 1240	MBS Tall Corn	F. W. Woodward, Pres. William J. Croker, Gen. Mgr.	George Dorrington, Coml. Mgr. Curtis Eittreim, Chief Engr.	McKinney, Webber Standard AP
DECORAH	*KWLC 1927	1240 250 SH	Luther College 600 Leif Erickson Drive 690	......	William Ylvisaker, Pres. Paul Borge, Gen. Mgr. & Prog. Dir.	Oliver Eittreim, Chief Engr.	
DES MOINES 9	KBIG (Construction permit)	740 250-D	Radio Station Des Moines Inc. Paramount Bldg. 3-5175	......	Myron J. Bennett, Pres.		AP, UP
DES MOINES	KCBC 1947	1390 1,000	Majestic Broadcasting Co. 2323 Grand Ave. 4-3151	MBS	George P. E. Ceasar, Sr., Pres. Myles H. Johns, Exec. V. P. Rollo H. Bergeson, V. P., Gen. Mgr.	Claire E. Grant, Coml. & Prom. Mgr. Don Purdy, Prog. Dir. Robert Brown, Chief Engr.	Weed Lang-Worth AP
DES MOINES	KIOA 1948	940 10,000-LS 5,000-N	Independent Broadcasting Co. 10th & Mulberry 2-9191	......	John W. Boler, Pres. & Gen. Mgr. Don D. Alt, Prog. Dir. Harold E. Baker, V. P.	Donn A. Clayton, V. P. Janice Rae Hull, Prom. Mgr. Lloyd R. Amoo, Chief Engr.	Raymer Associated World UP, INS
DES MOINES 4	KRNT 1947	1350 5,000	Cowles Broadcasting Co. 715 Locust St. 3-2111	ABC	Gardner Cowles, Pres. Robert Dillon, Gen. Mgr. Paul M. Elliott, Local Sales Mgr.	Charles D. Miller, Prog. Dir. Joe Hudgens, Prom. Mgr. Charles Quentin, Chief Engr.	Katz Standard, Associated AP, UP, INS
DES MOINES 9	KSO 1932	1460 5,000	Murphy Bcstg. Co. Farm Bureau Bldg 30571	CBS	Kingsley H. Murphy, Pres. & Gen. Mgr. S. H. McGovern, Coml. & Prom. Mgr.	T. L. Shumate, Prog. Dir. F. E. Bartlett, Chief Engr.	Headley-Reed World AP, UP
DES MOINES 9	KWDM 1948	1150 1,000	Des Moines Bcstg. Corp. 407 Fifth Ave. 2-8363	Tall Corn	George W. Webber, Pres. Robert L. Webber, Gen. Mgr. James L. Kelehan, Coml. Mgr.	Les Carmichael, Prog. Dir. Werner Schwartz, Chief Engr.	McKinney & Everett Webber Capitol, Cole Associated AP, INS
DES MOINES 7	WHO 1924	1040 50,000	Central Bcstg. Co. 914 Walnut St. 3-7147	NBC	Col. B. J. Palmer, Pres. Paul A. Loyet, V. P. & Resident Mgr. D. D. Palmer, V. P. & Treas. Ralph Evans, Exec. V. P.	Harold Fulton, Coml. Mgr. Jack Kerrigan, Prog. Dir. Reed E. Snyder, Chief Engr.	Free & Peters Lang-Worth SESAC Thesaurus AP, UP, INS
DUBUQUE	KDTH 1941	1370 1,000	Telegraph Herald 8th & Bluff 1603	MBS Tall Corn	F. W. Woodward, Pres. K. S. Gordon, Gen. Mgr.	Arnie B. Stierman, Prog. Dir. Robert Hancock, Chief Engr.	McKinney Standard AP
DUBUQUE	WKBB 1923	1490 250	Dubuque Bcstg. Co. 505 Main St. 572	ABC	James D. Carpenter, Exec V.P. & Gen. Mgr. Harry Hatzenbuehler, Coml. Mgr.	Gleason Kistler, Prog. Dir. John Uyeoka, Chief Engr.	Meeker World UP
FORT DODGE	KVFD 1939	1400 250	Northwest Bcstg. Co. 912 First Ave. S. Walnut 3761	MBS Tall Corn	Edward Breen, Pres. & Gen. Mgr. Max Landes, Coml. Mgr. Drexel Peterson, Prog. Dir.	L. A. Gifford, Prom. Mgr. David Sinclair, Chief Engr.	McKinney Webber Lang-Worth UP
FORT MADISON	KXGI 1948	1360 500-D	Hawkeye Broadcasting Co. Marquette Bldg. 2678	......	John F. Courrier, Gen. & Coml. Mgr. Bill Barron, Prog. Dir.	Jim Fitzgerald, Prom. Mgr. Bill Ashby, Chief Engr.	McGeehan & O'Mara Capitol AP
IOWA CITY	KXIC 1948	800 1,000-D	Johnson County Broadcasting Co. 108½ E. Washington 8-1181		Robert E. J. Snyder, Pres. & Gen. Mgr. Lawrence B. Butler, Sales Mgr.	Herbert D. Olson, Prog. Dir. Gene E. Claussen, Prom. Mgr. Elliott D. Full, Chief Engr.	Rural Radio Lang-Worth Standard UP
IOWA CITY	*WSUI 1919	910 5,000	The State U. of Iowa Iowa City 80511	......	Carl H. Menzer, Gen. Mgr. John Highlander, Prog. Dir.	John Ebert, Chief Engr.	Thesaurus AP, UP

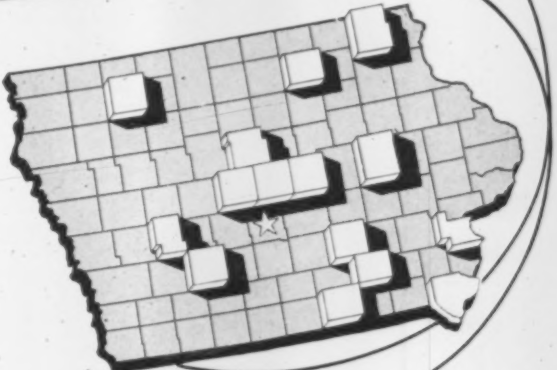
Jefferson Machamer

IT TAKES MORE THAN POWER

(which we have!)

to attract and hold an audience!

TAKE THESE 15 IOWA COUNTIES, FOR INSTANCE



THE simplest thing in radio is the formula for getting and holding an audience: (1) Enough power so that the audience can listen; (2) Enough program skill, showmanship and presentation *to make them want to listen.*

WHO offers both—therefore attracts and holds by far the largest audience in Iowa. In every one of the fifteen counties emphasized at the right, there is at least one good radio station. *Yet the 1948 Iowa Radio Audience Survey shows that from 5:00 a.m. through 6:00 p.m., WHO's average percentage of total listening in those fifteen counties is 65.3%!*

There is only one answer to such listener-preference. That answer is *Top-Notch Programming—Outstanding Public Service.* Write for Survey and see for yourself.

WHO

+ *for* Iowa PLUS +

DES MOINES . . . 50,000 WATTS

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager
FREE & PETERS, INC., National Representatives

IOWA (Continued)

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel		Representatives Transc. Library News Service
KEOKUK	KOKX 1947	1310 250-D	Keokuk Bcstg. Co. 5th & Main Sts. 235	Tall Corn	H. W. Stadler, Pres. George B. J. Adkisson, Gen., Coml. & Prom. Mgr.	Robert C. Matheny, Prog. Dir. Alvin M. Frazee, Chief Engr.	Webber Lang-Worth UP
MARSHALLTOWN	KFJB 1923	1230 250	Marshall Electric Co. 136 W. Main St. 3361	MBS Tall Corn	D. W. Norris, Pres. Paul E. Millen, Gen. Mgr. R. W. Brown, Coml. Mgr.	Ray P. Bennett, Prog. Dir. Paul G. Norris, Prom. Mgr. Herbert Anderson, Chief Engr.	McKinney Standard UP
MASON CITY	KGLO 1937	1300 5,000	Lee Radio Inc. 12½ Second St. NE 2800	CBS	Lee P. Loomis, Pres. Herbert R. Ohrt, Gen. Mgr. Lloyd D. Loers, Coml. Mgr. Walter J. Rothschild, Natl. Sales Mgr.	Bud Suter, Prog. Dir. Hank Hook, Prom. Mgr. Roger Sawyer, Chief Engr.	Weed Associated Standard AP, UP
MASON CITY	KICM 1948	1490 250	Mason City Bcstg. Co. 5 Second St. S. W. 5400	MBS Tall Corn	Charles E. Jones, Gen. & Coml. Mgr. Paul Patrick, Prog. Dir.	Larry Lawson, Chief Engr.	McKinney World AP
MASON CITY	KSMN 1948	1010 1,000-D	Mohawk Bcstg. Co. Weir Bldg. 5640	......	Robert M. Carson, Pres. & Gen. Mgr. Norman W. Rice, Coml. Mgr.	Jane Rice, Prog. Dir. Jack H. Duncan, Chief Engr.	McGillvra Lang-Worth UP
MUSCATINE	KWPC 1947	860 250-D	Muscatine Bcstg. Co. Ltd. Mulberry & Houser Sts. 860	Tall Corn	George J. Volger, Gen. & Coml. Mgr. Thelma Volger, Prog. Dir.	Elmer Christenson, Chief Engr.	McKinney Thesaurus UP
OTTUMWA	KBIZ 1941	1240 250	KBIZ, Inc. 115 N. Marion St. 5600	MBS	James J. Conroy, Pres. Eleanor M. Haling, Sta. Mgr. Richard Meier, Coml. & Prom. Mgr.	Wayne J. Hatchett, Chief Engr.	World UP
SHENANDOAH	KFNF 1924	920 1,000-LS 500-N ST-KUSD	Capital Bcstg. Co. Federal Security Bldg. Lincoln, Neb. 1302	......	C. J. Abbott, Pres. C. Earl Williams, Gen. Mgr.	Wm. P. Dietz, Coml. Mgr. Earl Blakesley, Prog. Dir. Wm. I. Hutton, Chief Engr.	Taylor-Borroff Standard World AP
SHENANDOAH	KMA 1925	960 5,000	May Bcstg. Co. Lowell & Elm Sts. 192	MBS ABC	Edward W. May, Pres. Owen Sadler, Gen. Mgr. Howard O. Peterson, Coml. Mgr.	Glenn E. Harris, Prog. Dir. James Moore, Prom. Mgr. R. J. Schroeder, Chief Engr.	Avery-Knodel Capitol AP, UP
SIOUX CITY	KCOM (Construction permit)	620 1,000	Commercial Associates, Inc.	......			
SIOUX CITY 1	KSCJ 1927	1360 5,000	Perkins Bros. Co. 415 Douglas St. 5-7993	CBS	W. R. Perkins, Pres. Eugene T. Flaherty, Gen. & Coml. Mgr.	Elizabeth Sammons, Prog. Dir. Jean Harraday, Prom. Mgr. S. C. Dier, Chief Engr.	Hollingbery Cole Lang-Worth SESAC World AP
SIOUX CITY	KTRI 1938	1470 5,000	Sioux City Bcstg. Co. Commerce Bldg. 8-0165	MBS Tall Corn	Deitrich Dirks, Pres. & Gen. Mgr. Charles Butler, Coml. Mgr. Sheldon Singer, Prog. Dir.	Lennon Kelly, Prom. Mgr. Williard Easterly, Chief Engr.	Taylor-Borroff Associated UP
SPENCER	KICD 1941	1240 250	Iowa Great Lakes Bcstg. Co. Box 631 45	MBS Tall Corn	Ben B. Sanders, Pres. & Gen. Mgr. Henry P. Cate, Coml. Mgr. Mason Dixon, Prog. Dir.	Tom Edwards, Prom. Mgr. Clarence Touw, Chief Engr.	McKinney World Associated Standard AP
STORM LAKE	KAYL 1948	990 250-D	Cornbelt Bcstg. Co. Park Bldg. 1490	......	O. J. Grau, Pres. Lee Gordon Rasmussen, Gen. Mgr. James McCord, Sales Mgr.	Wm. H. Carman, Chief Engr.	Capitol Thesaurus AP
WATERLOO	KAYX 1947	1090 1,000-D	Waterloo Bcstg. Co. 620½ Lafayette St. 6851	Tall Corn	C. R. Miller, Pres. O. A. Kohl, V.P. A. W. Triggs, Gen. & Coml. Mgr.	L. F. Podhaski, Prog. Dir. Ray Starr, Prom. Mgr. R. Moore, Chief Engr.	McKinney Thesaurus Lang-Worth UP
WATERLOO	KWWL 1947	1320 1,000-D	Black Hawk Bcstg. Co. Russell-Lamson Hotel 4406	......	R. J. McElroy, Pres. & Gen. Mgr. W. Lyle Harvey, Coml. Mgr. Edwin L. Falk, Prog. Dir.	Herb James, Prom. Mgr. Howard Burgess, Chief Engr.	Associated AP
WATERLOO	KXEL 1942	1540 50,000	Josh Higgins Bcstg. Co. Insurance Bldg. 3-3371	ABC	Joe DuMond, Pres. & Gen. Mgr. A. J. DuMond, Coml. Mgr.	Emlyn Owen, Prog. Dir. Donald E. Kassner, Chief Engr.	Avery-Knodel INS
WEBSTER CITY	KJFJ (Construction permit)	1570 250-D	Land O'Corn Bcstg. Co. 623 2nd St.		Charles V. & Ruth B. Warren, Jack B. & Gayle H. Bladine, Owners		

KANSAS

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel		Representatives Transc. Library News Service
ARKANSAS CITY	KSOK 1947	1280 1,000-D	KSOK Broadcasting Co., Inc. Home Nat'l Bank Bldg. 2666	....	Oscar S. Stauffer, Pres. S. C. Thompson, V. P. & Gen. & Coml. Mgr.	Donald D. Chadd, Prog. Dir. Edward Howe, Chief Engr.	Lorenzen & Thompson Standard AP
ATCHISON	KVAK 1939	1470 1,000	S. H. Patterson 622½ Commercial St. 1420	KBS	S. H. Patterson, Pres. Norwood J. Patterson, Gen. Mgr. Ed Arthur, Coml. Mgr.	Peter Pitell, Prog. Dir. Sam Elliston, Prom. Mgr. Lowden Gingre, Chief Engr.	AP
COFFEYVILLE	KGGF 1930	690 1,000-LS; 500-N CP-1,000	Midwest Bcstg. Co. Inc. 8th & Elm Sts. 147	ABC	Fay N. Seaton, Pres. Richard M. Seaton, Gen. Mgr. Robert L. Pratt, Sta. Mgr.	E. B. Spoonamore, Coml. Mgr. Roger H. Stoner, Prog. Dir. J. Sarto Jaminet, Chief Engr.	Weed Thesaurus World UP

PIKE'S PEAK IS A FAR CRY FROM DENVER (IOWA)

THERE'S A HOME (or two) **IN WYOMIN'** (IOWA)

GET THAR WITH THE MOSTEST IN YOUR BATTLE FOR WATERLOO (IOWA)

WMT ROCKS 'EM TO THEIR FOUNDATIONS IN STONE CITY (IOWA)

STAKE YOUR CLAIM TO HOMESTEAD (IOWA)

NO FALLEN ARCHES IN KEYSTONE (IOWA)

FEATHER YOUR NEST IN DOWNEY (IOWA)

THE MUSIC POURS FORTH IN SPILLVILLE (IOWA)

WMT COVERS EASTERN IOWA

. . . the balanced farm and industrial market

The Facts:

ABOUT IOWA

- Agricultural income over $2 billion annually
- Industrial income almost $2 billion annually
- 25% of the Grade A land of USA is in Iowa

ABOUT CEDAR RAPIDS

(among cities of 50,000 to 100,000 population)

- First in per capita income
- Second in net income
- Third in per family income
- Fourth *(nationally)* in net effective buying income per family *(with an amazing figure of $7485)*

ABOUT WMT

- Enjoys greater population coverage within its 2.5 mv line than any other Iowa station
- Provides exclusive CBS programming in Eastern Iowa on Iowa's best frequency
- Serves WMTland with a News Center utilizing the services of more than 40 correspondents throughout the state—plus UP, AP, and INS news services
- Offers farm programs and special events that attract more than 40,000 visitors annually

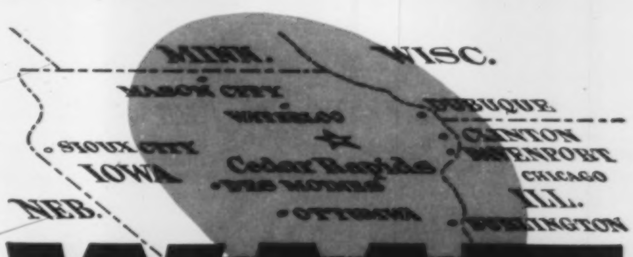
THERE ARE NO "BUMS" IN BROOKLYN (IOWA)

WHETHER IT'S MONTEZUMA OR TRIPOLI (Iowa) **WMT IS THERE!**

FOREVER LISTENING IS AMBER (IOWA)

WMT OPENS NEW VISTAS IN ALTA VISTA (IOWA)

HOLLYWOOD
BROADWAY



WMT

600 KC., 5000 WATTS **CEDAR RAPIDS** DAY AND NIGHT

Basic Columbia Network

Get on WMT for your share of prosperous Iowa's buying power!

Ask the Katz man for complete details

**—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. SH—Specified Hours. U—Unlimited. CP—Construction Permit Issued*
LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.
(Data corrected to December 6, 1948)

IOWA (Continued)

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel		Representatives Transc. Library News Service
COLBY	KXXX 1947	790 5,000-D	Western Plains Broadcasting Co. Cooper Hotel 790	....	John B. Hughes, Pres. & Gen. Mgr.	George Nickson, Prog. Dir. Urban L. Lynch, Chief Engr.	Rural Radio Associated, Capitol Thesaurus INS
DODGE CITY	KGNO 1930	1370 1,000-LS 250-N	Dodge City Bcstg. Co. Globe Bldg. 1340	KBS	J. C. Denious, Pres. Herschel Holland, Mgr.		Hagg Lang-Worth AP
EL DORADO	KTMP (Construction permit)	1360 1,000-D	Tom Potter 1517 Commerce St., Dallas, Tex.	....	Tom Potter, Pres.		
EMPORIA	KTSW 1939	1400 250	Emporia Bcstg. Co. 613 Merchant St. 153	MBS KBS	Julian L. Hill, Pres. & Gen. Mgr. Vic Peck, Asst. Mgr. John M. Boyd, Coml. Mgr.	Mrs. Robert Grimm, Prog. Dir. Paul H. Danniels, Chief Engr.	World, Standard AP
GARDEN CITY	KGAR 1948	1050 1,000-D	Albert B. Pyatt Radio Ranch 3041	....	Albert B. Pyatt, Pres. & Gen. Mgr. Don White, Coml. Mgr. & Prog. Dir.	Claude L. Hughes, Chief Engr.	Associated, Capitol MacGregor UP
GARDEN CITY	KIUL 1935	1240 250	Telegram Publishing Co. 509½ Main St. 4581	MBS KBS	Robert B. Reed, Pres. Robert Wells, Gen. Mgr. Steve Aylward, Coml. Mgr.	Tony Jewell, Prog. Dir. Tom Lanman, Prom. Mgr. Robert Bryant, Chief Engr.	Thesaurus Cole AP
GOODLAND	KWGB 1947	730 1,000-D	Goodland Bcstg. Co. Hotel Goodland 331	....	James E. Blair, Pres. & Gen. Mgr. Dick Eldridge, Coml. Mgr.	Bert Blair, Prog. Dir. Walt Bigelow, Jr., Chief Engr.	Lang-Worth World INS
GREAT BEND	KVGB 1937	1590 5,000	KVGB Inc. Cork Bldg. 4317	MBS	R. C. Russell, Pres. Grover C. Cobb, Gen. Mgr. Sherwood R. Parks, Asst. Mgr., Sales Dir.	Raymond Beals, Prog. Dir. Joseph Neidig, Prom. Mgr. Chester A. Wallack, Chief Engr.	Pearson Lang-Worth AP
HAYS	KAYS 1948	1400 250	KAYS, Inc. Hays 200	....	Frank Motz, Pres. Clem Morgan, Gen. & Coml. Mgr.	Paul F. Kelley, Prog. Dir. & Prom. Mgr. Glenn Barnett, Chief Engr.	Standard AP
HUTCHINSON	KWBW 1935	1450 250	Radio Station KWBW 101 E. Avenue A 5202	NBC	William Wyse, Chief Owner & Gen. Mgr.	George Alden, Assist. Mgr. & Prog. Dir. John Swafford, Chief Engr.	Lang-Worth AP
HUTCHINSON	KWHK 1946	1190 1,000-D	KWHK Bcstg. Co., Inc. 18 West 5th St. 3-100	KBS	Vern Minor, Gen. Mgr. Gren Darling, Coml. & Prom. Mgr. Paul Cochran, Prog. Dir.	Millard Clary, Chief Engr. Kenneth McCrum, Dir. of Engrg.	McKinney, Griffith Standard AP
INDEPENDENCE	KIND 1947	1010 250-D	Central Bcstg. Co. Inc. Professional Bldg. 1010	KBS	J. Nelson Ruppard, Pres. & Gen. Mgr. John J. McCarthy, Coml. Mgr.	M. Keith Upson, Prog. Dir. Harry C. Butterfield, Chief Engr.	Lang-Worth AP
KANSAS CITY	KCKN 1925	1340 250	(See Kansas City, Mo.)	....			
LAWRENCE	*KFKU 1924	1250 **5,000**	University of Kansas ST-WREN	....			
LEAVENWORTH	KCLO 1948	1410 500-D	The Leavenworth Bcstg. Co. 418½ Cherokee St.	....	Hon Alf M. Landon, Pres. A. D. Whisenant, Gen. Mgr. Orville Hundley, Coml. Mgr.	Ron Barkley, Prog. Dir. Mel Gleason, Chief Engr.	Capitol UP
LIBERAL	KSCB 1948	1270 1000-D	The Seward County Bcstg. Co. East 8th St. 385		Hon. Alf M. Landon, Pres. Leon S. Salathiel, Gen. Mgr.	Ben Barry, Prog. Dir. Wayne Pash, Chief Engr.	Standard UP
MANHATTAN	*KSAC 1924	580 5,000-LS 500-N ST-WIBW	Kansas State College Manhattan 5661	....	Milton S. Eisenhower, Pres. of College L. L. Longsdorf, Prog. Dir.	Bernard Holbert, Chief Engr.	AP
MANHATTAN	KSBM (Construction **permit)**	1350 500-D	Manhattan Bcstg. Co. 114 North 4th St.		Fred A. Seaton, Pres.		
MCPHERSON	KNEX (Construction permit)	1540 250-D	McPherson Bcstg. Co. 228 Grand Bldg.		John R. Griffith, Pres.	Dan Bellus, Gen. Mgr.	
PARSONS	KLKC 1948	1540 250-D	Community Bcstg. Co. 1904 Broadway 4050		Clyde M. Reed, Jr., Pres. Kerm Trimble, Gen. Mgr.	Jerry Toland, Coml. Mgr. Ray Drenner, Prog. Dir.	Standard AP
PITTSBURG	KOAM 1937	860 10,000-LS 5,000-N	Pittsburg Bcstg. Co. P. O. Box 603 2165	NBC	E. V. Baxter, Pres. R. E. Wade, Gen. Mgr. & Prog. Dir.	Leo Stafford, Chief Engr.	Pearson World AP
PITTSBURG	KSEK 1947	1340 250	Pittsburg Publishing Co. Hotel Besse Bldg. 742	....	Oscar S. Stauffer, Pres. James M. Griffith, Gen. Mgr. Peter Esser, Coml. Mgr.	Jack Lloyd, Prog. Dir. Dorothy L. Conner, Prom. Mgr. W. D. Brosseau, Chief Engr.	Lorenzen & Thompson Lang-Worth AP
SALINA	KSAL 1937	1150 1,000; CP-5,000	KSAL Inc. Journal Bldg. 100	MBS	R. J. Laubengayer, Pres. R. V. Jensen, Mgr. & Coml. Mgr. & Prog. Dir.	Peter Macdonald, Prom. Mgr. N. E. Vance Jr., Chief Engr.	Pearson Lang-Worth Standard AP
TOPEKA	KJAY (Construction permit)	1440 5,000-LS 1,000-N	S. H. Patterson 908 Kansas Ave. 8890	....	S. H. Patterson, Chief Owner		
TOPEKA	KTOP 1947	1490 250	Collinson Bcstg. Co. 214 W. 6th St. 4-3444	MBS	T. Hall Collinson, Owner, Gen. Mgr. Richard C. Scheele, Coml. Mgr. Jack Warren Ostrode, Prog. Dir.	Thad M. Sandstrom, Prom. Mgr. David R. Stevenson, Chief Engr.	Lorenzen & Thompson Capitol, Associated AP

WIBW Fences In This Rich

NEBR.
IOWA
MO.
KANS.
OKLA.

FIVE STATE FARM MARKET

Within this half millivolt line live the First Families of Agriculture—those loyal WIBW listeners who have been hitting the jackpot of bumper crops and high prices for eight consecutive years.

Already one of America's most important markets, we sincerely believe that the next twelve months will see more dollars-per-person spent here than anywhere else in the country.

LOOK at the BUYING POWER of WIBW's audience!

Modern, mechanized farming is Big Business. In 1948 our listeners harvested the biggest corn crop on record and topped it off with the third largest wheat crop. In-ome from these alone would put WIBW steners on Easy Street, but it's only the eginning.

here are dozens of other diversified sources of year-round income—cattle, hogs, sheep, poultry, milk and eggs. Kansas farmers alone will market about a million and a half bushels of premium tatoes, tons of grapes, apples, peaches d pears. Add to this potential two and half million bushels of high priced soy ans as well as flax, barley, rye and sorghum. The dollar value of this year's crops will undoubtedly go down in history as the greatest ever produced.

WEALTH LIKE THIS has been piling up for eight years. The "by heck" farmer of the comic strip has been replaced by a scientific agriculturist. Modernization is everywhere . . . in machinery, equipment, homes and furnishings. Modern communication has made the wants of our farm and small town families the same as those of the city dweller.

MOST IMPORTANT is their overwhelming preference for WIBW for service, entertainment and buying guidance . . . a fact that is demonstrated year after year by independent surveys and by sales records of WIBW advertisers.

Seems like we ought to get together—doesn't it?

W I B W

SERVING AND SELLING
"THE MAGIC CIRCLE"
WIBW · TOPEKA, KANSAS · WIBW-FM

C
B
S

Rep.: CAPPER PUBLICATIONS, Inc. • BEN LUDY, Gen. Mgr. • WIBW • KCKN—KCKN-FM

*—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. SH—Specified Hours. U—Unlimited. CP—Construction Permit Issued
LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.
(Data corrected to December 6, 1948)

KANSAS (Continued)

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel		Representatives Transc. Library News Service
TOPEKA	WIBW 1926	580 5,000 ST-KSAC	Topeka Bcstg. Assn. Inc. 1035 Topeka Blvd. 3-2377	CBS	H. S. Blake, Pres. Ben Ludy, Gen. Mgr. Hilton Hodges, Coml. Mgr.	Maude Carlson, Prog. Dir. Allan Young, Prom. Mgr. K. G. Marquardt, Chief Engr.	Capper Lang-Worth, Standard AP, UP
TOPEKA	WREN 1927	1250 5,000 ST-KFKU	WREN Bcstg. Co. Inc. WREN Bldg. 2-0505	ABC	R. C. Jackman, Pres. John S. Major, Gen. Mgr. Larry Cotton, Sales Mgr.	Fred Conger, Prog. Dir. John Bondeson, Asst. Mgr., Prom. Dir. Carl Bliesner, Chief Engr.	Hollingbery Thesaurus UP
WICHITA 2	KAKE 1947	1240 250	KAKE Bcstg. Co. Inc. 416 W. Douglas 4-9369	MBS	Mark Adams, Pres. Graeme Fletcher, Prog. Dir. & Prom. Mgr.	Harold Newby, Chief Engr.	World AP
WICHITA 5	KANS 1936	1480 5,000-LS 1,000-N	Kansas Bcstg. Inc. 1015 N. Broadway 4-2387	NBC	O. L. Taylor, Owner. Archie J. Taylor, Pres. & Gen. & Prom. Mgr. H. W. Allen, Coml. Mgr.	Paul A. Wilson, Prog. Dir. Ted Heithecker, Chief Engr.	Taylor-Boroff Lang-Worth UP
WICHITA 1	KFBI 1923	1070 10,000-LS 1,000-N	KFBI Inc. 200 E. First St. 2-1447	ABC	Clem J. Randau, Pres. Howard Lane, Exec. V. P. D. W. McCoy, Coml. & Prom. Mgr.	J. B. Bradshaw, Prog. Dir. K. W. Pyle, Chief Engr.	Avery-Knodel Capitol, UP
WICHITA 2	KFH 1923	1330 5,000	Radio Station KFH Co. KFH Bldg. 2-4491	CBS	Frank V. Webb, Gen. Mgr. Frank Mathews, Natl. Sales & Prom. Mgr.	Vernon E. Reed, Prog. Dir. Amos C. Dadisman, Chief Engr.	Petry Lang-Worth AP, UP
WICHITA 1	KWBB (Construction permit)	1420 500-D	Wichita Beacon Bcstg. Co. Beacon Bldg. 3-2211	....	Louis, Max & John Levand, Owners	Austin Kimble, Chief Engr.	
WINFIELD	KSWM (Construction permit)	1580 1,000-D	Wm. Solon Snowden 808 Texas Bank Bldg. Dallas, Tex.		Wm. S. Snowden, Owner		

Serving the Heart of the Rich State of Kansas
IN WICHITA
KANS
NOW 5,000 WATTS
OIL
AGRICULTURE
MANUFACTURING
LIVESTOCK

More than 199,000 stout Kansan hearts beat to the tempo of the Wichita opus. It costs you less per unit to sell the Wichita market because Wichita people are quicker to sense the relationship of quality to value — they're quick to buy because employment continues at top levels in the oil industry, agriculture, manufacturing, and livestock raising — the BIG 4 contributors to steady business everyday in this vital heart of Kansas. Reach this rich market through KANS, the station with a place in every Wichitan's heart!

1480 KILOCYCLES NBC WICHITA, KANSAS
5000 WATTS DAY 1000 WATTS NIGHT

Represented by Taylor - Borroff & Co., Inc.

IMPressive . . .

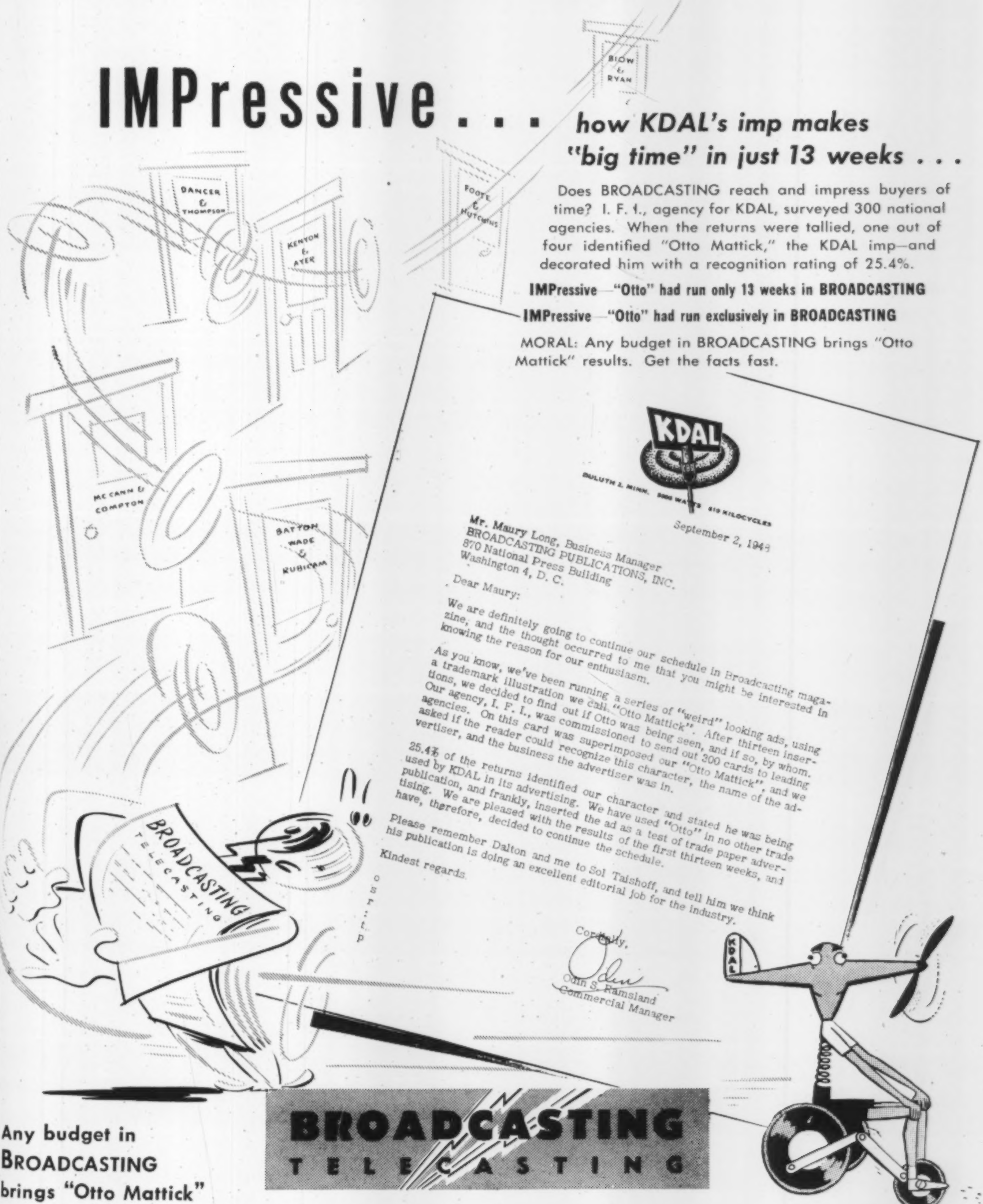
how KDAL's imp makes "big time" in just 13 weeks . . .

Does BROADCASTING reach and impress buyers of time? I. F. I., agency for KDAL, surveyed 300 national agencies. When the returns were tallied, one out of four identified "Otto Mattick," the KDAL imp—and decorated him with a recognition rating of 25.4%.

IMPressive —"Otto" had run only 13 weeks in BROADCASTING

IMPressive —"Otto" had run exclusively in BROADCASTING

MORAL: Any budget in BROADCASTING brings "Otto Mattick" results. Get the facts fast.



KDAL
DULUTH 2, MINN. 5000 WATTS 610 KILOCYCLES

September 2, 1948

Mr. Maury Long, Business Manager
BROADCASTING PUBLICATIONS, INC.
870 National Press Building
Washington 4, D. C.

Dear Maury:

We are definitely going to continue our schedule in Broadcasting magazine, and the thought occurred to me that you might be interested in knowing the reason for our enthusiasm.

As you know, we've been running a series of "weird" looking ads, using a trademark illustration we call "Otto Mattick". After thirteen insertions, we decided to find out if Otto was being seen, and if so, by whom. Our agency, I. F. I., was commissioned to send out 300 cards to leading agencies. On this card was superimposed our "Otto Mattick", and we asked if the reader could recognize this character, the name of the advertiser, and the business the advertiser was in.

25.4% of the returns identified our character and stated he was being used by KDAL in its advertising. We have used "Otto" in no other trade publication, and frankly, inserted the ad as a test of trade paper advertising. We are pleased with the results of the first thirteen weeks, and have, therefore, decided to continue the schedule.

Please remember Dalton and me to Sol Taishoff, and tell him we think his publication is doing an excellent editorial job for the industry.

Kindest regards.

Cordially,

Odin

Odin S. Ramsland
Commercial Manager

osr:tp

BROADCASTING
TELECASTING

Any budget in BROADCASTING brings "Otto Mattick" results.

THE NEWSWEEKLY OF RADIO AND TELEVISION

PARK AVE., NEW YORK 17—PL 5-8355 • 360 N. MICHIGAN AVE., CHICAGO 1—CE 6-4115 • TAFT BLDG., HOLLYWOOD & VINE, HOLLYWOOD 28—HE 8181

DIRECTORY OF STANDARD BROADCASTING STATIONS OF THE UNITED STATES

**—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. SH—Specified Hours. U—Unlimited. CP—Construction Permit Issue*
LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.
(Data corrected to December 6, 1948)

KENTUCKY

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel		Representat Transc. Lib News Serv
ASHLAND	WCMI 1935	1340 250	The Ashland Bcstg. Co. 120 S. 20th St. 3010	CBS	Gilmore N. Nunn, Pres. Charles G. Warren, Gen. & Coml. Mgr.	W. R. Martin, Prog. Dir. & Prom. Mgr. Clarence Weaver, Chief Engr.	Pearson Thesaurus World UP
BOWLING GREEN	WKCT 1947	930 1,000-D	Daily News Bcstg. Co. 415 Park Row 2640	......	J. Ray Gaines, Pres. Paul R. Huddleston, Secy., Gen. Mgr. Houston Griffin, Coml. Mgr.	Joe H. Calloway, Prog. Dir. Alvis Temple, Prom. Mgr. Neal McGown, Chief Engr.	Associated, SESAC Standard UP
BOWLING GREEN	WLBJ 1940	1340 250	Bowling Green Broadcasting Corp. 901 Fairview Ave. 1340	MBS KBS	Ken D. Given, Pres. & Gen. Mgr. E. A. Finley, Coml. Mgr.	Wm. Kuznitsof, Prog. Dir. Joe Hamilton, Prom. Mgr. Rondal L. Miller, Chief Engr.	Burn-Smit Capitol AP
CAMPBELLSVILLE	WTCO 1948	1150 1,000-D	South Central Ky. Bcstg. Co. 203 Main St. 250	......	H. T. Parrott, Pres. Dr. Paul B. Shirley, V.-P. James Shacklette, Gen. Mgr. Lemuel Felts, Prog. Dir.	Bill Harris, Prom. Mgr. J. B. Crawley, Chief Engr.	Cole, Cap World UP
CORBIN	WCTT 1947	1400 250	Corbin Times-Tribune 308 S. Main St. 1071	MBS KBS	John L. Crawford, Gen. Mgr. W. Wallace Robinson, Station Mgr. & Prog. Dir.	S. G. Hembree, Coml. & Prom. Mgr. Russell Henson, Chief Engr.	Thesaurus AP
COVINGTON	WZIP 1947	1050 250-D	WZIP Inc. 6th & Madison Ave. Juniper 5300 Cincinnati	......	Arthur L. Eilerman, Gen., Coml. Mgr. & Pres. Lloyd W. Baldwin, Prom. Mgr. and Prog. Dir.	Richard B. Washington, Jr., Chief Engr.	World, SE AP
DANVILLE	WHIR 1947	1230 250	Commonwealth Broadcasting Corp. P.O. Box 234 1230	......	David B. Highbaugh, Pres. & Prog. Dir. W. T. Isaac, Coml. Mgr. and V. P.	James D. Russell, V. P. & Tech. Dir.	Holman World Capitol AP
FRANKFORT	WFKY 1945	1490 250	Frankfort Bcstg. Co. 104 E. Main St. 2509	MBS	Garvice D. Kincaid, Pres. M. L. Peace, Gen. Mgr.	Robertson C. Scott, Coml. Mgr.	Wood & Colton World AP
GLASGOW	WKAY 1946	1490 250	Glasgow Bcstg. Co. Box 407 598	......	Gordon E. Brown, Pres. Edward C. Lockwood, Gen. Mgr. & Chief Engr.	Louis Rayburn, Coml. Mgr. Clarence Hulse, Prog. Dir.	Wood & Colton World Standard UP
HARLAN	WHLN 1941	1230 250	Blanfox Radio Co. Harlan 652	MBS KBS	R. B. Helms, Pres., Gen. Mgr. & Co-Owner J. Francke Fox, Jr., V.-P. & Co-Owner C. E. Whikehart, Coml. Mgr.	Helen Ellison, Prog. Dir. James Morgan, Prom. Mgr. John Greenwood, Chief Engr.	Burn-Smit Standard AP
HAZARD	WKIC 1947	1340 250	BMG Broadcasting Corp. Peoples Bank Bldg. Main 720	MBS	Fred B. Bullard, Pres. & Gen. Mgr. Richard H. Goodlette, Coml. Mgr. Charles W. Metcalfe, Prog. Dir.	Paul Combs, Prom. Mgr. James C. French, Chief Engr.	Clark World AP
HENDERSON	WSON 1941	860 500-D	Henderson Broadcasting Co. Inc. Zion Road 3923	MBS	Pierce E. Lackey, Pres. Hecht S. Lackey, Gen. & Coml. Mgr.	Tom Fitzgibbons Murray, Prog. Dir. & Prom. Mgr. Vernon R. Nunn, Chief Engr.	Sears & A World, Col AP, UP
HOPKINSVILLE	WHOP 1940	1230 250	Hopkinsville Broadcasting Co. Inc. Cadiz Road 1025	CBS KBS	Pierce E. Lackey, Pres. F. Ernest Lackey, Gen. & Coml. Mgr. Katherine Peden, Prog. Dir.	Charles W. Stratton, Prom. Mgr. Leo Y. Wilson, Chief Engr.	Sears & A World, Col Lang-Wo AP, UP
LEXINGTON	WKLX 1946	1300 1,000	Fayette Bcstg. Co. Phoenix Hotel 8115	......	Philip Ardery, Pres. E. F. Prichard, Sr., Owner Ted Grizzard, Gen. & Prom. Mgr.	Jack Brooks, Prog. Dir. William Yount, Chief Engr.	Walker Standard, Lang-Wor AP
LEXINGTON 9	WLAP 1928	1450 250	American Bcstg. Corp. Radio Bldg. 1721	ABC	Gilmore N. Nunn, Pres. J. E. Willis, V.P. & Gen. Mgr. Miller A. Welch, Coml. Mgr.	J. B. Faulconer, Prog. Dir. Joe DeLong, Prom. Mgr. Sanford Helt, Chief Engr.	Pearson Thesaurus, World UP
LEXINGTON	WLEX 1947	1340 250	The Central Kentucky Broadcasting Co. Box 985 7833	......	J. D. Gay, Jr., Pres. H. G. Bell, Business & Prom. Mgr.	Robert Kimbro, Prod. Dir. O. W. Warner, Chief Engr.	Burke-Kuipers-Mahoney Associated, SESAC Capitol, A
LOUISVILLE 2	WAVE 1930	970 5,000	WAVE, Inc. 334 E. Broadway Wabash 6543	NBC	George W. Norton, Jr., Pres. Nathan Lord, V.P. Gen. Mgr. James F. Cox, Coml. Mgr.	George C. Patterson, Prog. Dir. Eugene W. Leake, Jr., Prom. & Publ. Dir. W. E. Hudson, Chief Engr.	Free & Pet Thesaurus, Lang-Wor AP
LOUISVILLE 4	WGRC 1936	1400; CP-790 250; CP-5,000-LS CP-1,000-N	Northside Bcstg. Corp. Kentucky Home Life Bldg. Wabash 8871	MBS	J. Porter Smith, Pres. Coml. Mgr. Charles L. Harris, Gen. Mgr.	Ward Hatcher, Prog. Dir. H. R. Hunter, Prom. Mgr. Perry Esten, Chief Engr.	Walker Lang-Wort Standard UP

IN LOUISVILLE YOU CAN REALLY RIDE THE

WAVE

AM

Everybody knows Station WAVE — the 5000-watt NBC-affiliated station which does a superb job of covering the properous Louisville Trading Area — but which does not cover Chicken Bristle, Kentucky! WAVE gives you a 50% — or greater — BMB audience in an area which does nearly as much retail buying as *all the rest of Kentucky, combined!*

FM

FM Station WRXW, owned and operated by WAVE, Inc., is the *only* independently-programmed station in the rich Louisville Trading Area. WRXW has a real Hooper story. Sponsors include the cream of Louisville businesses. Need we say more?

TV

Louisville's first and only television station, which went on the air November 24, 1948, has finest TV equipment, a 570-foot tower in down-town Louisville, and a television staff whose experience totals 41 years *in television!*

Channel 5. NBC and ABC Television Networks.

FREE & PETERS, INC.

NATIONAL REPRESENTATIVES

KENTUCKY (Continued)

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel		Representative Transc. Library News Service
LOUISVILLE 2	WHAS 1922	840 50,000	WHAS Inc. 6th & Broadway Wabash 2211	CBS	Barry Bingham, Pres. Victor A. Sholis, Director J. Mac Wynn, Sales Dir.	Peter R. Disney, Prog. Dir. Sandy Sanders, Pub. Dir. Orrin W. Towner, Chief Engr.	Petry World Standard Associated AP, UP
LOUISVILLE 2	WINN 1940	1240 250	Kentucky Bcstg. Corp. Earle Hotel Wabash 5148	ABC	Harry McTigue, Pres. & Gen. Mgr. G. F. Bauer, Coml. Mgr. M. K. McCarten, Prog. Dir.	H. Roberts, Prom. Mgr. E. G. Rinn, Chief Engr.	Taylor-Boroff Capitol, SESAC MacGregor AP
LOUISVILLE 2	WKLO 1948	1080 5,000-LS 1,000-N	Mid-American Broadcasting Corp. Henry Clay Hotel Clay 4441	......	James F. Brownlee, Pres. Joe Eaton, Gen. Mgr. Tom Underwood, Coml. Mgr.	W. G. Bottorff, Prog. Dir. Russell Pirkey, Prom. Mgr. D. C. Summerford, Chief Engr.	Blair Associated UP
LOUISVILLE 2	WKYW 1946	900 1,000-D	Radio Kentucky Inc. 431 W. Jefferson St. Clay 4811	......	F. Eugene Sanford, Pres. & Treas. Edwin E. S. Weldon, V.P. & Sta. Mgr.	Stephen A. Cisler, V.P. & Opns. Mgr. David M. Wilburn, Prog. Dir.	Burn-Smith Associated, Capitol Standard, Cole AP
LOUISVILLE 8	WLOU 1948	1350 1,000-D	Louisville Bcstg. Corp. 2549 S. Third St.	......	Mrs. John E. Messervy, Pres. & Gen. Mgr. Joseph M. Hannan, Asst. Gen. Mgr.	Fred Darwin, Prog. Dir. & Sales Mgr. Joseph M. Hannan, Chief Engr.	Cooke Capitol UP
MADISONVILLE	WCIF 1947	730 250-D	Madisonville Bcstg. Co. Box 27 1297	......	Pierce E. Lackey, Pres. T. E. Brewer, Gen. & Coml. Mgr.	Conrad Brewer, Prog. Dir. Evers Mick, Chief Engr.	Sears & Ayer Standard AP
MAYFIELD	WKTM 1946	1050 1,000-D	Mayfield Bcstg. Co. Inc. Mayfield Hotel 46	......	Frank Evans, Pres. Wayne R. Morgan, Gen. Coml. Mgr.	James Motheral, Prog. Dir. & Prom. Mgr. Joe Hargrove, Chief Engr.	Sears & Ayer Standard AP
MAYFIELD	WNGO 1947	1320 1,000-D	West Ky Bcstg. Co. Inc. Mayfield 1204	......	H. M. Suthard Pres. G. C. Dyer, Gen. & Coml. Mgr.	J. B. Fowler, Prog. Dir. & Prom. Mgr. Lynn Lemon, Chief Engr.	Freidenberg Thesaurus, SESAC AP
MAYSVILLE	WFTM 1948	1240 250	Standard Tobacco Co. Inc. 626 Forest Ave. 1400	......	C. P. Clarke, Pres. J. M. Finch, Jr., Secy-Treas. J. W. Betts, Gen. & Coml. Mgr.	Gene Waters, Prog. Dir. Prom. Mgr. Wm. E. Martin, Chief Engr.	Grant Cole, Standard World UP
MIDDLESBORO	WMIK 1948	1490 250	Cumberland Gap Bcstg. Co. Middlesboro 980	MBS	Robt. J. Williamson, Jr., Gen. Mgr. John H. Farmer, Coml. Mgr.	Halsey H. Bigger, Prog. Dir. & Prom. Mgr. George M. Mendenhall, Chief Engr.	Cole, World AP
MIDDLESBORO	...... (Construction permit)	560 500-D	Tri-State Bcstg. Co. 2821 Cumberland Ave.	......	Elmer Dennis Smith, Pres.		
MURRAY	WNBS 1948	1340 250	Murray Broadcasting Co. 4th & Main Sts. Murray 1340	......	George E. Overby, Pres. Kenneth Z. Turner, Sta. Mgr. Joseph Edward Griffin, Coml. & Prom. Mgr.	Troy W. Glidewell, Prog. Dir. Carlos M. Steele, Chief Engr.	World AP
NEWPORT	WNOP 1948	740 1,000-D	Tri-City Bcstg. Co. 606 Monmouth St. Juniper 7100	......	James G. Lang & Richard J. Nesbitt—Owners Richard J. Nesbitt, Pres. Gen. Mgr.	James G. Lang, Coml. Mgr. Jack Baker, Prog. Dir. Anna Mae Rolfes, Prom. Mgr. Richard F. Adams, Chief Engr.	Forjoe World UP
OWENSBORO	WOMI 1937	1490 250	Owensboro Bcstg. Co. Owensboro 420	MBS KBS	Lawrence W. Hager, Pres. Hugh O. Potter, Gen. Coml. & Prom. Mgr.	Norman Hall, Prog. Dir. Leslie Goodaker, Chief Engr.	Burn-Smith Lang-Worth AP
OWENSBORO	WVJS 1947	1420 1,000	Owensboro On the Air Inc. 320 Allen St. 3408	......	Vincent J. Steele, Pres. Malcolm Greep, Gen. Mgr. John T. Rutledge, Coml. Mgr.	Lee Carl Meredith, Prog. Dir. Leola C. Hayden, Prom. Mgr. Robert Earl Jagoe, Chief Engr.	Rambeau World UP
PADUCAH	WKYB 1946	800 1,000-D	Paducah Newspapers Inc. 504 Kentucky Ave. 800	MBS	Edwin J. Paxton, Sr., Pres. E. J. Paxton, Jr., Gen. Mgr.	Sam Livingston, Coml. Mgr. Zack Hill, Prog. Dir. C. G. Sims, Chief Engr.	Burke, Kuipers & Mahoney Standard, Associated AP
PADUCAH	WPAD 1930	1450 250	Paducah Bcstg. Co. Inc. Taylor Bldg. 4100	CBS	Pierce E. Lackey, Pres. Prewitt Lackey, Gen. & Coml. Mgr. Evelyn Carroll, Prog. Dir.	Ray Mofield, Prom. Mgr. U. C. Morris, Chief Engr.	Sears & Ayer World, Lang-Worth, Cole AP
PIKEVILLE	WLSI (Construction permit)	900 1,000-D	Cumberland Pub. Co. Carolina Ave.				
PIKEVILLE	WPKE (Construction permit)	1240 250	East Kentucky Bcstg. Co.	......	John T. H. Scott Dr. O. W. Thompson W. Frank Scott } Owners		
SOMERSET	WSFC 1947	1240 250	Southeastern Bcstg. Co. Stanford Rd. 907	MBS	S. A. Chesley, Jr., Gen. Mgr. William E. Frazier, Coml. Mgr. John A. Hartnett, Prog. Dir.	Donald C. Orwin, Prom. Mgr. Jonny Agostine, Chief Engr.	Wood & Colton Capitol World AP
VANCLEVE	WMTC 1947	730 1,000-D	Kentucky Mt. Holiness Assn. Vancleve	......	Dr. Lela G. McConnell, Pres. Wilfred Fisher, Gen. & Coml. Mgr.	Violet Person, Prog. Dir. Mardequeo E. Picazo, Chief Engr.	World AP
VERSAILLES	WVLK 1948	590 1,000	Bluegrass Bcstg. Co. Inc. Logan-Helm Memorial Lib. 654	MBS	A. B. Chandler, Pres. W. D. McCammish, Gen. & Coml. Mgr.	Edwin L. Rogers, Prog. Dir. Margaret Middendorf, Prom. Mgr. Henry C. Hall, Chief Eng.	SESAC INS

NOW, MORE THAN EVER,
YOUR BEST BUY IS
The large economy size!

WHAS MARKET
(Counties with 50% to 100% Daytime BMB coverage)

NOW
689,580
RADIO FAMILIES

Louisville Station B Market
(Counties with 50% to 100% Daytime BMB coverage)

NOW
207,630
RADIO FAMILIES

AND COMPARING 1946 TO 1948

WHAS
Up 17.1%

LOUISVILLE STATION B
Down 3%

50,000 WATTS • 1-A CLEAR CHANNEL • 840 KILOCYCLES

The only radio station serving and selling all of the rich Kentuckiana Market

Victor A. Sholis, *Director* J. Mac Wynn, *Sales Director*

REPRESENTED NATIONALLY BY EDWARD PETRY AND CO.

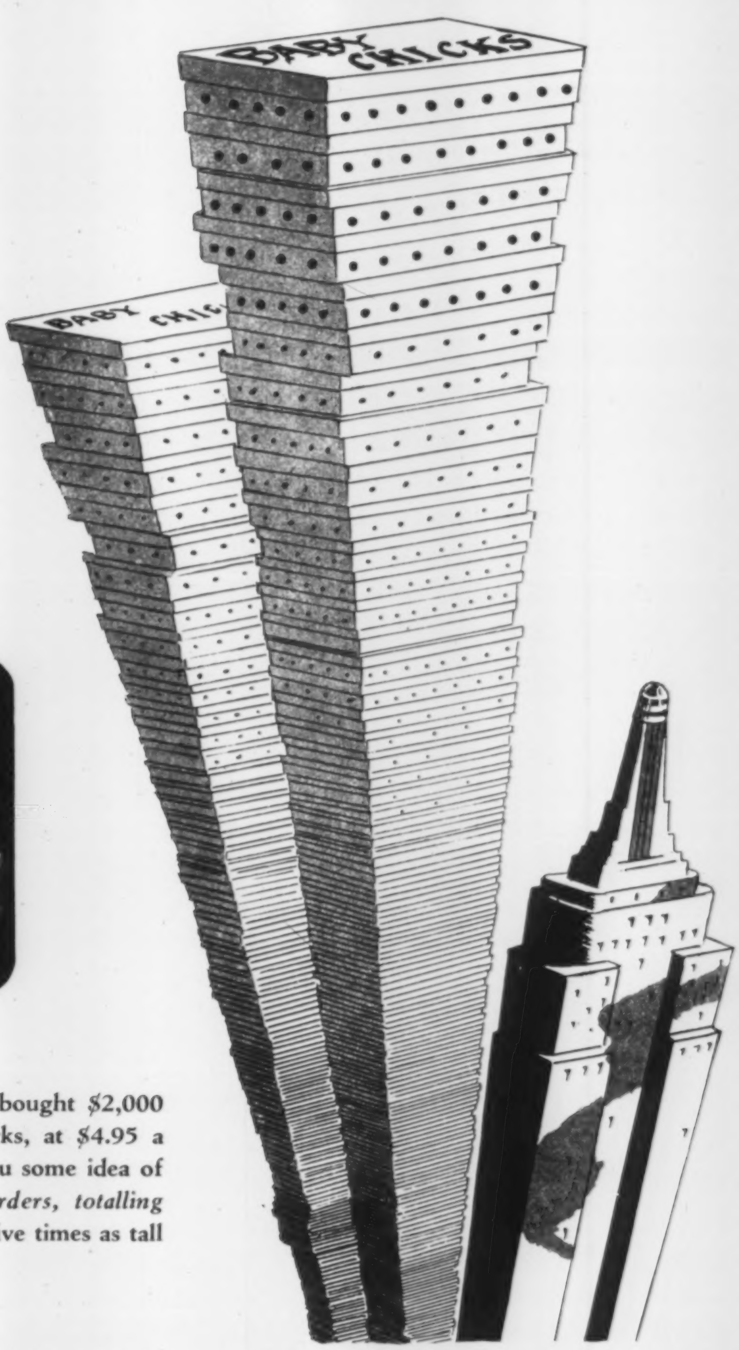
CBS
WHAS
Louisville, Kentucky

DIRECTORY OF STANDARD BROADCASTING STATIONS OF THE UNITED STATES

**—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. SH—Specified Hours. U—Unlimited. CP—Construction Permit Issued*
LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.
(Data corrected to December 6, 1948)

LOUISIANA

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel		Representatives Transc. Library News Service
ABBEVILLE	KROF 1948	960 1,000-D	Abbeville Bcstg. Service Inc. P. O. Box 306 90	......	George Phillip Martin, Gen. & Coml. Mgr. Ebba L. Martin, Prog. Dir.	Gordon Anderson, Chief Engr.	Rural Radio World AP
ALEXANDRIA	KALB 1934	580 5,000-LS 1,000-N	Alexandria Bcstg. Co. Inc. 505½ Johnston St. 2-3335	ABC Louisiana	Walter H. Allen, Pres. Willard L. Cobb, Gen. Mgr. Walter D. Melson, Sales Mgr.	Fred Ohl, Sta. Dir. Harper Clark, Prom. Mgr. Jesse R. Sexton, Chief Engr.	Weed World UP
ALEXANDRIA	KSYL 1946	1400 250	Radio Station KSYL P.O. Box 1489 6611	NBC	Sylvan Fox } Partners Harold Wheelahan } Paul H. Goldman, Gen. Mgr. Milton Fox, Coml. Mgr.	Bruce Rainey, Prog. Dir. Jack McCall, Prom. Mgr. E. W. McDonald, Chief Engr.	Burke, Kuipers & Mahoney Lang-Worth AP
ALEXANDRIA	KVOB 1946	1490; CP-970 250; CP-1,000-LS 500-N	Central La. Bcstg. Corp. 1710 Jackson St. 8008	MBS KBS Louisiana	E. Levy, Pres. W. H. Dick, Gen. Mgr. J. M. Hirsch, Coml. Mgr.	P. A. McCusker, Prog. Dir. F. Whitehead, Prom. Mgr. G. Peebles, Chief Engr.	Cox & Tanz Capitol Thesaurus AP
BASTROP	KTRY 1948	730 250-D	Morehouse Broadcasting Co. 215 S. Washington St. 1400	......	Nathan Bolton, Pres. Gene P. Loffler, Gen. Mgr.	Sal Scarpino, Coml. Mgr. S. E. Eckhardt, Chief Engr.	Lang-Worth Capitol AP
BATON ROUGE 8....	WAFB 1948	1460 1,000-D	Modern Bcstg. Co. of Baton Rouge, Inc. 1048 Florida St. 4-8571	MBS	Louis S. Prejean, Pres. Tom E. Gibbens, Gen. Mgr.	Max Fetty, Prog. Dir. & Prom. Mgr. Donald K. Allan, Chief Engr.	Thesaurus AP
BATON ROUGE	WCLA 1948	1220 250-D	Community Bcstg. Co. Box 1226 4-9493	....	G. T. Owen } Partnership O. W. Ware } H. W. Bumpas, Gen. Mgr. Bob Perry, Coml. Mgr.	Scott Erwin, Prog. Dir. Mary Elizabeth Faser, Prom. Mgr. Edward E. Case, Chief Engr.	Lang-Worth SESAC UP
BATON ROUGE 1 ...	WJBO 1934	1150 5,000	Baton Rouge Bcstg. Co. 444 Florida St. 2-5271	NBC Louisiana	Charles P. Manship Jr., Pres. J. Roy Dabadie, V. P. & Gen. Mgr. Charles C. Garvey, Sales Mgr.	Ralph H. Sims, Prog. Dir. & Prom. Mgr. Vernon E. Dudley, Chief Engr.	Hollingbery World Standard AP, UP
BATON ROUGE 6 ..	WLCS 1946	1400 250	Air Waves Inc. 204 North St. 2-4411	ABC	Harry B. Nelson, Pres. Earl H. Smith, Gen. Mgr. Lamar Simmons, Coml. Mgr.	Horace H. Lyons, Prog. Dir. Edward Van Valkenburg, Chief Engr.	Burke, Kuipers & Mahoney Capitol Associated SESAC, Cole AP, INS
BOGALUSA	WIKC 1947	1490 250	I. K. Corkern Jr. Bogalusa 1906	MBS Louisiana	I. K. Corkern Jr., Pres. & Gen. Mgr.	J. H. Knight, Coml. Mgr.	World AP
CROWLEY	KSIG 1947	1450 250	Acadia Bcstg. Co. 101 N. Parkerson 1450	......	Max J. Thomas, Pres. & Prom. Mgr. B. Hillman Bailey Jr., Gen. Mgr. Lauren R. Stagg, Coml. Mgr	Freda S. Thomas, Prog. Dir. Clovis L. Bailey, Chief Engr.	McGillvra Associated World AP
HAMMOND	WIHL 1947	730 250-D	Superior Enterprises 500 West Morris St.	KBS	Joseph A. Sims } Partners Henry A. Mentz Jr. }		
HOUMA	KCIL 1946	1490 250	Charles W. Lamar Jr. P.O. Box 1031 2047	MBS Louisiana	Charles W. Lamar Jr., Pres. Frank Conwell, Gen. Mgr. Dick Walsh, Coml. Mgr.	Keith Kenney, Prog. Dir. & Prom. Mgr. Donald Jones, Chief Engr.	McGeehan & O'Mara World AP
JENNINGS	KDXJ (Construction permit)	1300 1,000-D	Wm. Solon Snowden 808 Texas Bank Bldg. Dallas, Tex.	Louisiana	Wm. Solon Snowden, Owner		
LAFAYETTE	KVOL 1935	1340 250	Evangeline Bcstg. Co. Inc. 519 S. Buchanan St. 336	NBC	George H. Thomas, Pres. & Gen. Mgr. Evan H. Hughes, Prog. Dir. & Prom. Mgr.	Charles T. Hook, Chief Engr.	Thesaurus AP
LAKE CHARLES 1...	KLOU 1947	1580 1,000	Pelican Bcstg. Co. 134 Clarence St. 7277	CBS Louisiana	H. Vernon Anderson, Pres. & Gen. Mgr. Eugene S. Cuny, Coml. Mgr.	James H. Jesse, Prog. Dir. Lucille Storer, Traffic Mgr. Andrew Vargo, Chief Engr.	Walker Capitol AP
LAKE CHARLES	KPLC 1935	1490 CP-1470 250 CP-5,000-LS 1,000-N	Calcasieu Bcstg. Co. P. O. Box 1521 2713	NBC Louisiana	T. B. Lanford, Pres. David Wilson, Gen. Mgr. Pelham Mills, Coml. Mgr.	R. M. White, Prog. Dir. Hester Taylor, Prom. Mgr. A. B. Craft, Chief Engr.	World AP
LAKE CHARLES	KWSL 1947	1400 250	A. S. Dudley 1 Mill Street 61401	MBS	A. Stanford Dudley, Pres. & Gen. Mgr. Wm. F. Hession, Coml. Mgr.	Robert P. Thompson, Prog. Dir. & Prom. Mgr.	Freidenberg Lang-Worth Cole, UP
MONROE	KMLB 1930	1440 5,000-LS 1,000-N	Liners Bcstg. Station Inc. P.O. Box 1723 LD 25	ABC Louisiana	J. C. Liner Sr., Pres.		Taylor Borroff World UP
MONROE	KNOE 1944	1230; CP-1390 250; CP-5,000	James A. Noe Bernhardt Bldg. 912	NBC Louisiana	James A. Noe, Pres. Robert W. Dumm, Gen. & Coml. Mgr.	Bill Stanley, Prog. Dir. Jack Ratliff, Chief Engr.	Burke, Kuipers & Mahoney AP
NATCHITOCHES	KWCJ 1947	1450 250	Natchitoches Bcstg. Co. Box 232 2353	MBS KBS	W. H. Pierson, Pres. Charles L. Planchard, Gen. Mgr.	Kenneth M. Dowty, Prog. Dir. Carroll G. Crew, Chief Engr.	Standard AP
NEW IBERIA	KANE 1946	1240 250	New Iberia Bcstg. Co. 101 W. St. Peter St. 965	MBS	George H. Thomas, Gen. Mgr. Dierrell Hamm, Mgr.	Geraldine Viator, Prog. Dir. Charles Bradford, Prom. Mgr. Henry Bonin, Chief Engr.	SESAC Standard UP



IT'S EASY, IF YOU KNOW HOW!

LAST Spring the B & W Sales Company bought $2,000 worth of time on KWKH to sell baby chicks, at $4.95 a carton. The illustration at the right gives you some idea of the campaign's amazing success—*13,131 orders, totalling over $64,000!* They'd *literally* make a stack five times as tall as the Empire State Building!

Time costs were just a little over 3%!

KWKH *gets results* because we have a radio *Know-How* based upon 23 years of broadcasting in this section of the South. Whether you sell chicks, chocolates or cheese, we'd welcome the opportunity to tell you how our Know-How can work for you.

KWKH

SHREVEPORT **Texas LOUISIANA Arkansas Mississippi**

50,000 Watts • CBS •

The Branham Company
Representatives

Henry Clay, *General Manager*

DIRECTORY OF STANDARD BROADCASTING STATIONS OF THE UNITED STATES

**—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. SH—Specified Hours. U—Unlimited. CP—Construction Permit Issued*
LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.
(Data corrected to December 6, 1948)

LOUISIANA (Continued)

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel		Representatives Transc. Library News Service
NEW ORLEANS	WADW (Construction	1230 250 permit)	Louise A. Carlson	......	Louise A. Carlson, Owner		
NEW ORLEANS 12...	WDSU 1923	1280 5,000	Stephens Bcstg. Co. Hotel Monteleone Raymond 7135	ABC Louisiana	Edgar B. Stern Jr., Pres. Fred Weber, Gen. Mgr. Charles Price, Coml. Mgr.	Stanley Holiday, Prog. Dir. Julia Musgrove, Prom. Mgr. Linsley G. Riddle, Chief Engr.	Blair AP, UP
NEW ORLEANS 12 ..	WJBW 1926	1230 250	Charles C. Carson 924 Canal St. Magnolia 3488	Louisiana	Charles C. Carlson, Pres. & Gen. Mgr. Patrick J. Shannon, Coml. Mgr.	Harry Nigocia, Prog. Dir. Patrick J. Shannon, Prom. Mgr. Charles Whitney, Chief Engr.	Rambeau Capitol AP
NEW ORLEANS 13 ..	WJMR 1946	990 250-D	Supreme Bcstg. Co. Jung Hotel Canal 0356	......	William Cortada, Pres. Stanley W. Ray Jr. } Co-Mgrs. George A. Mayoral } Co-Mgrs. Jules Paglin, V.P.	Henry Lanier, Prom. Mgr. George A. Mayoral, Chief Engr. Stanley W. Ray, Coml. & Prom. Mgr.	Forjoe Lang-Worth Associated UP
NEW ORLEANS	WMRY (Construction	600 500-D permit)	Southland Bcstg. Co. 1106 Scanlan Bldg. Houston, Tex.	......	Joe Darsky, Pres. Billy B. Goldberg, V. P.		
NEW ORLEANS 12...	WNOE 1922	1450 250	James A. Noe St. Charles Hotel Raymond 0423	MBS	James A. Noe, Owner James E. Gordon, Gen. & Prom. Mgr.	Paul Beville, Coml. Dir. Beverly C. Brown, Prog. Dir. A. J. Bourgeois, Chief Engr.	Burke, Kuipers & Mahoney Standard AP, UP
NEW ORLEANS 16...	WSMB 1925	1350 5,000	WSMB Inc. 901 Canal St. Magnolia 5921	NBC So. Central	E. V. Richards Jr., Pres. H. Wheelahan, Gen. Mgr. T. J. Fontelieu, Coml. Mgr.	Harry Arthur, Prog. Dir. T. J. Fontelieu, Prom. Mgr. H. G. Nebe, Chief Engr.	Petry Lang-Worth Thesaurus AP
NEW ORLEANS	WTPS 1948	940 1,000-D	The Times Picayune Publishing Co. 601 Howard Ave. Canal 5561	......	L. K. Nicholson, Pres. H. F. Wehrmann, Gen. Mgr.	J. R. O'Meallie, Coml. Mgr Mike Clark, Prog. Dir.	Walker Associated Capitol World AP
NEW ORLEANS 13 ..	WWEZ 1947	690 1,000-D CP-5000-U	Sky Bcstg. Service Hotel New Orleans Canal 3521	......	A. L. Chilton, Pres. Joe A. Oswald, Gen. Mgr. William D. Matthews, Asst. Mgr.	Roland C. Wolfe, Jr., Prog Dir. Harrison C. Monday, Chief Engr.	Hollingbery Associated AP
NEW ORLEANS 12...	WWL 1922	870 50,000	Loyola University Roosevelt Hotel Raymond 2194	CBS	Father T. J. Shield, S. J., Pres. W. H. Summerville Sr., Gen. Mgr. Larry Baird Sr., Coml. Mgr.	E. M. Hoerner, Prog. Dir. J. T. Halladay, Prom. Mgr. J. D. Bloom Jr., Chief Engr	Katz Standard World AP, UP

CITY POPULATION 120,000
AVERAGE FAMILY BUYING INCOME - - $4,572
CONTINUOUS PROMOTION OF SPONSOR'S PROGRAMS.
REACHING OVER 400,000 LISTENERS
WAFB
AM-FM
1000 watts
1460 KC
Mutual Network
Baton Rouge, Louisiana

Reaching one of the richest and fastest growing markets in the country, WAFB's outstanding programing of local and Mutual Network shows commands listenership in an area where the average family effective buying income is higher than the national average. Retail sales in 1947 amounted to $152,550,000. We help you get results in this rich area by giving unlimited cooperation.

Lorenzen & Thompson, Representatives.

In NEW ORLEANS

Where showmanship was born it's

●

WDSU-AM

1280 KC — 5,000 watts

WDSU-FM

287 KC . . . 15,000 watts
(licensed 155,000 watts)

Atop Hotel Monteleone

●

WDSU-TV

Channel 6 30,800 watts

Video Studios and Transmitters Atop
Hibernia National Bank Building
Tallest Building in the Deep South

●

First With The Most in The Deep South
Affiliated with the New Orleans Item
AMERICAN BROADCASTING COMPANY AFFILIATE
Represented by John Blair Co.

DIRECTORY OF STANDARD BROADCASTING STATIONS OF THE UNITED STATES

**—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. SH—Specified Hours. U—Unlimited. CP—Construction Permit Issued.*
LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.
(Data corrected to December 6, 1948)

LOUISIANA (Continued)

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel		Representatives Transc. Library News Service
OPELOUSAS	KJAN (Construction permit)	910 1,000	The KJAN Bcstg. Co.	......			
OPELOUSAS	KSLO 1947	1230 250	KSLO Bcstg. Co. KSLO Bldg. 3776	MBS KBS Louisiana	Hugh O. Jones } W. Eugene Jones } Partners Mrs. Sarah S. Jones } W. Eugene Jones, Gen. Mgr.	John Chauvin, Prog. Dir. Freddie J. Herbert, Chief Engr.	Sears & Ayer World UP
RUSTON	KRUS 1947	1490 250	C. E. Faulk Jr. 105 E. No. Railroad Ave. 1490	MBS	C. E. Faulk Jr., Owner Lloyd A. Goodin, Gen. & Coml. Mgr.	Dallas F. Wales Jr., Prog Dir. Henry Sheen, Chief Engr.	Lang-Worth UP
SHREVEPORT	KCIJ (Construction permit)	980 5,000-D	Southland Bcstg. Co. Scanlan Bldg. Houston, Tex.	....	Joe Darsky, Pres.		
SHREVEPORT	KENT 1947	1550 1,000-LS 500-N	Frank H. Ford 311 Milam St. 3-3681	MBS	Frank H. Ford, Pres., Gen. Mgr. Frank H. Ford Jr., Coml. Mgr. Todd Branson, Prog. Dir.	Elsa R. Schlubach, Prom. Mgr. L. J. Carlson, Chief Engr.	Walker Standard AP
SHREVEPORT "R" ..	KRMD 1928	1340 250	Radio Station KRMD New Jefferson Hotel 6171	ABC Louisiana	Glenn V. Wilson, Gen. & Coml. Mgr.	William L. Switzer, Station Dir.	Taylor-Borroff
SHREVEPORT	KTBS 1922	710 10,000-LS 5,000-N	Radio Station KTBS 312 E. Kingshighway 7-3644	NBC Texas Quality	Allen D. Morris, Pres. C. K. Beaver, Gen. Mgr. Neil Cline, Coml. Mgr.	Deane Flett, Prog. Dir. C. W. Doebler, Prom. Mgr. C. H. Maddox, Chief Engr.	Petry Lang-Worth Thesaurus AP, UP
SHREVEPORT 92 ...	KWKH 1925	1130 50,000	International Bcstg. Corp. Commercial Bldg. 2-8711	CBS So. Central	John D. Ewing, Pres. Henry B. Clay, Gen. Mgr. B. G. Robertson, Coml. & Asst. Mgr.	Horace Logan, Prog. Dir. James T. Briggs, Prom. Mgr. W. E. Antony, Chief Engr.	Branham Lang-Worth Capitol AP, UP

MAINE

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel		Representatives Transc. Library News Service
AUBURN	WDAV (Construction permit)	1320 500-D	Davis Bcstg. System 155 Main St.	......	Richard I. Davis, Pres. & Mgr.		
AUGUSTA	WFAU 1946	1340 250	Twin City Bcstg. Co. Inc. 160 Bangor St. 2540	MBS Yankee	Faust Couture, Pres. Robert I. Payne, Gen. Mgr.	Norman Gallant, Prog. Dir. Robert H. Parker, Chief Engr.	Forjoe Standard AP
AUGUSTA	WRDO 1932	1400 250	WRDO Inc. 175 Water St. 2285	NBC New England	Adeline B. Rines, Pres. Jack S. Atwood, Gen. Mgr. Donald K. Powers, Coml Mgr.	Leslie R. Hubley, Prog. Dir. & Prom. Mgr. Harold T. Dinsmore, Chief Engr.	Weed Bannan Thesaurus UP
BANGOR	WABI 1922	910 5,000	Community Broadcasting Service 57 State St. 6446	CBS	F. B. Simpson, Pres. & Gen Mgr. Guy A. Corey, Coml. Mgr. F. M. Simpson, V.P.	Harold W. Dorr, Prog. Dir. & Prom. Mgr. Walter L. Dickson, Chief Engr.	Young Associated AP
BANGOR	WGUY 1947	1450 250	Guy Gannett Bcstg. Services Mt. Hope Ave. 7354	ABC	Guy P. Gannett, Pres. Samuel G. Henderson Jr., Gen. Mgr. Harvey M. Grant, Coml. Mgr	Elizabeth A. Kihlmire, Prog. Dir. George F. Mulherin, Prom. Mgr. Lauris P. McGown, Chief Engr.	Raymer Lang-Worth SESAC AP
BANGOR	WJOR 1946	1230 250	Bangor Bcstg. Service Inc. 22 State St. 5612	MBS KBS Yankee	Stephen Velardi, Pres. Lawrence Slon, Mgr. & Prog. Dir.	Stephen Velardi, Chief Engr.	Forjoe World AP
BANGOR	WLBZ 1926	620 5,000	Maine Bcstg. Co. Inc. 100 Main St. 6023	NBC New England	Adeline B. Rines, Pres Edward E. Guernsey, Gen Mgr.	Irving Hunter, Prog. Dir. George Chapman, Prom. Mgr John Wibby, Chief Engr.	Weed Bannan Thesaurus UP
BIDDEFORD	WIDE 1948	1400 250	Biddeford Bcstg. Corp. 234 Main St. 3467	......	Gordon J. Lewis, Pres., Gen & Coml. Mgr. Lucien Dumont, Prod. Mgr.	Arthur A. Deters, Chief Engr.	Capitol UP
LEWISTON	WCOU 1938	1240 250	Twin City Bcstg. Co. Inc. 223 Lisbon St. 4-6921	MBS Yankee	Faust Couture, Pres. John C. Libby, Gen. & Coml. Mgr. Eugene Parker, Prog. Dir	Conrad Giguere, Prom. Mgr. Donald R. Mason, Chief Engr.	Forjoe Bannan Standard SESAC, UP
LEWISTON	WLAM 1947	1470 5,000	Lewiston-Auburn Bcstg. Corp. 129 Lisbon St. 4-5401	ABC	Elden H. Shute Jr., Pres Frank S. Hoy, Gen. Mgr. & Chief Owner. Gerald T. Higgins, Coml. & Prom. Mgr.	William Finkeldey, Prog. Dir. Leslie R. Hall, Chief Engr.	Ketell-Carter Young Thesaurus Capitol, AP
PORTLAND 3	WCSH 1925	970 5,000	Congress Square Hotel Co. 157 High St. 2-0181	NBC New England	Adeline B. Rines, Pres. William H. Rines, Gen. Mgr. Albert W. Smith, Coml. Mgr.	Arthur Owens, Prog. Dir. Linwood T. Pitman, Prom. Mgr. G. Fred Crandon, Chief Engr.	Weed, Bannan Thesaurus AP, UP

**—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. SH—Specified Hours. U—Unlimited. CP—Construction Permit Issued*
LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.
(Data corrected to December 6, 1948)

MAINE (Continued)

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel		Representatives Transc. Library News Service
PORTLAND 3	WGAN 1938	560 5,000	Guy Gannett Bcstg. Services 390 Congress St. 2-7423	CBS	Guy P. Gannett, Pres. Creighton E. Gatchell, Gen. Mgr. Arthur K. Atherton, Coml. Mgr.	Richard E. Bates, Prog. Dir. Francis H. Farnum Jr., Prom. Mgr. Roger W. Hodgkins, Chief Engr.	Raymer Lang-Worth UP
PORTLAND 3	WMTW 1946	1490 250	The Yankee Network Falmouth Hotel 4-2649	MBS Yankee	John Shepard 3d, Ch. of Bd. William O'Neil, Pres. Wm. S. Brown, Sales & Station Supvsr.	Donald J. Curran, Prog. Dir. Arthur Linell, Chief Engr.	Petry Associated SESAC Standard AP
PORTLAND	WPOR 1946	1450 250	Oliver Bcstg. Co. Chapman Bldg. 3-8111	ABC	Murray Carpenter, Pres., Gen. Mgr. Leon P. Gorman Jr., Coml. & Prom. Mgr.	Richard Bronson, Prog. Dir. Roger Perry, Chief Engr.	Young Kettell-Carter Standard AP
PRESQUE ISLE 1....	WAGM 1931	1450 250	Aroostook Bcstg. Corp. 180 State St. W. 8821	KBS	Harry E. Umphrey, Pres. Harold D. Glidden, Gen. Mgr. Forrest Craig, Coml. Mgr.	Ted Coffin, Prog. Dir. & Prom. Mgr. Lester E. Hughes, Chief Engr.	Continental Bannan Associated SESAC UP
WATERVILLE	WTVL 1946	1490 250	Kennebec Bcstg. Co. 36 Silver St. 2700	ABC	Carleton D. Brown, Pres. & Gen. Mgr. Harold L. Vigue, Coml. Mgr. Paul Huber, Prog. Dir.	Paul Wiley, Prom. Mgr. Donald H. Sutherland, Chief Engr.	Meeker Kettell-Carter Standard AP

MARYLAND

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel		Representatives Transc. Library News Service
ANNAPOLIS	WANN 1947	1190 1,000-D	Annapolis Bcstg. Corp. 25 School St. 2500	......	Morris H. Blum, Pres. & Gen. Mgr. Thomas S. Carr, Station & Coml. Mgr.	Bruce W. Harris, Chief Engr.	Lang-Worth SESAC AP
ANNAPOLIS	WASL 1947	810 250-D	Chesapeake Radio Corp. Box 508 9211	......	Robert L. Blalock, Pres. Joseph H. Griscom Jr., Gen. Mgr.	Tom Orpwood, Coml. Mgr.	AP
ANNAPOLIS	......	1430 500 (Construction permit)	Capital Bcstg. Co. Box 1147, Salisbury, Md.				

TWO OF AMERICA'S FINER RADIO STATIONS

Dominent Area Coverage — Tops in Listener Fare

287,000 POPULATION **$300,000,000 RETAIL SALES**

On the Storied Delaware-Maryland-Virginia Peninsula

WBOC
1000 W. 960 KC.
Full Time Operation
FOUNDED 1940

WBOC-FM
12,000 W. E-R-P 97.5 MC.
Full Time Operation
FOUNDED MARCH 1948

RADIO PARK—SALISBURY, MD.

STUDIOS: Salisbury, Md. — Pocomoke City, Md. — Seaford, Del.

President:
John W. Downing
Manager:
Charles J. Truitt

MUTUAL
NETWORK

National Representatives:
Burn-Smith Co., Inc.
New York, N.Y. Chicago, Ill.

DIRECTORY OF STANDARD BROADCASTING STATIONS OF THE UNITED STATES

**—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. SH—Specified Hours. U—Unlimited. CP—Construction Permit Issued. LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.*
(Data corrected to December 6, 1948)

MARYLAND (Continued)

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel		Representatives Transc. Library News Service
BALTIMORE 18	WBAL 1925	1090 50,000	Hearst Radio Inc. 2610 N. Charles St. Hopkins 3000	NBC	Charles B. McCabe, Pres. Harold C. Burke, Gen. Mgr. Kenneth Carter, Coml. Mgr.	John Dickman, Prog. Dir. Richard Duncan, Chief Engr.	Petry Thesaurus AP, UP, INS
BALTIMORE 1	WBMD 1947	750 1,000-D	Key Bcstg. Corp. 2 W. Eager St. Mulberry 7095	......	George Hull, Pres. H. Shelton Earp Jr., Gen. & Coml. Mgr.	Thoms O'Connor, Prog. Dir. Russell Morgan, Chief Engr.	McGillvra Associated AP
BALTIMORE 1	WCAO 1922	600 5,000	The Monumental Radio Co. 1102 N. Charles St. Mulberry 0600	CBS	Lewis M. Milbourne, Pres. L. Waters Milbourne, Exec. V. P. & Gen. Mgr.	Leslie H. Peard Jr., Coml. & Prom. Mgr. George L. Filling, Prog. Dir. Martin L. Jones, Chief Engr.	Raymer Standard AP
BALTIMORE 13	WCBM 1924	1400; CP-680 250; CP-10,000-LS 5,000-N	Baltimore Bcstg. Corp. Harford & North Avenues Belmont 8400	MBS	John Elmer, Pres. & Coml. Mgr. George H. Roeder, Gen. Mgr. Charles A. Roeder, Prog. Dir.	G. Porter Houston, Chief Engr.	Weed Associated UP, INS
BALTIMORE 2	WFBR 1924	1300 5,000	The Baltimore Radio Show Inc. 10 E. North Ave. Mulberry 1300	ABC	Robert S. Maslin Sr., Pres. J. H. L. Trautfelter, V. P., Acting Gen. Mgr. William S. Pirie Jr., Dir. Natl. Sales William R. Dothard, Dir. Lcl. Sales	W. B. Hanauer, Prog. Dir. Robert S. Maslin Jr., Dir. of Publ. William Q. Ranft, Chief Engr.	Blair World AP, UP
BALTIMORE 3	WITH 1941	1230 250	Maryland Bcstg. Co. 7 E. Lexington St. Lexington 7808	......	Thomas G. Tinsley II, Pres. & Gen. Mgr. Robert C. Embry, V. P. Chg. Sales	William Warren, Prog. Dir. James Duff, Chief Engr.	Headley-Reed Standard Lang-Worth AP
BALTIMORE 21	WSID 1947	1570 1,000-D	Sidney H. Tinley Jr. 136 Eastern Ave. Peabody 8150	......	Sidney H. Tinley, Pres. Howard S. Frazier, Gen. Mgr. Armand Terl, Coml. Mgr.	Jay Nielsen, Prog. Dir. Ben Wolfe, Chief Engr.	Forjoe Capitol, MacGregor AP
BALTIMORE	WTLS	1010 1,000-D (Construction permit)	Radio Television of Balt., Inc. O'Sullivan Bldg.				
BETHESDA-CHEVY CHASE	WBCC 1947	1120 250-D			**(See District of Columbia listing)**		
CAMBRIDGE	WCMD 1947	1240 100	The Cambridge Co. "The Pines" 1599	......	James H. Littlepage } Owners Thomas P. Littlepage } John Schneider III, Gen. Mgr.	Edward H. Brigham, Prog. Dir. Frederick Fischer, Chief Engr.	Standard MacGregor UP
CUMBERLAND	WCUM 1948	1490 100	The Tower Realty Co. Box 360 5400	CBS	Karl F. Steinmann, Pres. A. Jack Stewart, V.P. Gen. & Coml. Mgr.	Floyd S. Cozad, Prog. Dir. Charles R. Sine, Chief Engr.	Standard AP, TP
CUMBERLAND 1	WTBO 1928	1450 250	Cumberland Bcstg. Co. 31 Frederick St. 299	NBC	Aurelia S. Becker, Chief Owner, Gen. & Coml. Mgr.	Edwin F. Hinkle, Prog. Dir.	World AP, UP
EASTON	WORM	1480 1,000 (Construction permit)	Easton Bcstg Co., Inc. Easton Box 278 1230	......	Roger E. Crintchlow, Pres.		
FREDERICK	WFMD 1945	930 500	Monocacy Bcstg. Co. Winchester Hall 1626	CBS	Laurence Leonard, Pres. William E. Hardy, Gen. & Coml. Mgr.	Evelyn Leonard, Prog. Dir. James W. Robertson, Chief Engr.	McGillvra World AP
HAGERSTOWN	WARK 1947	1490 250	Antietam Bcstg. Corp. 128 S. Prospect St. 4500	ABC	R. J. Funkhouser, Chmn. of Board Stewart W. Phillips, Gen. Mgr. Samuel E. Phillips, Jr., Coml. Mgr.	Hunter Reams, Prog. Dir. G. Harold Brewer, Chief Engr.	Meeker AP
HAGERSTOWN	WJEJ 1932	1240 250	Hagerstown Bcstg. Co. Franklin Court 2323	MBS	Grover C. Crilley, Owner & Gen. Mgr. William H. Paulsgrove, Coml. & Prom. Mgr.	Marie Whitcraft, Prog. Dir. George McIntire, Chief Engr.	Friedenberg World Lang-Worth Standard AP
HAVRE DE GRACE..	WASA 1948	1600 500-D	Chesapeake Bcstg. Corp. Box 97 800	......	Jason T. Pate, Pres. & Gen. Mgr. Charles W. Irwin, Coml. Mgr.	Sam W. Lawder, Prog. Dir. William C. Kuntz, Chief Engr.	Clark World UP
SALISBURY	WBOC 1940	960 1,000	The Peninsula Broadcasting Co. Radio Park 2480	MBS	John W. Downing, Pres. Charles J. Truitt, Gen. & Coml. Mgr.	John W. Downing, Jr., Prog. Dir. Jack W. Ward, Chief Engr.	Burn-Smith World AP
SILVER SPRING	WGAY 1946	1050 1,000-D			**(See District of Columbia listing)**		
SILVER SPRING	WOOK 1947	1590 1,000-D			**(See District of Columbia listing)**		

WBAL and

WBAL-TV

Mean Business

in Baltimore!

NBC AFFILIATE—Nationally Represented By Edward Petry Co.

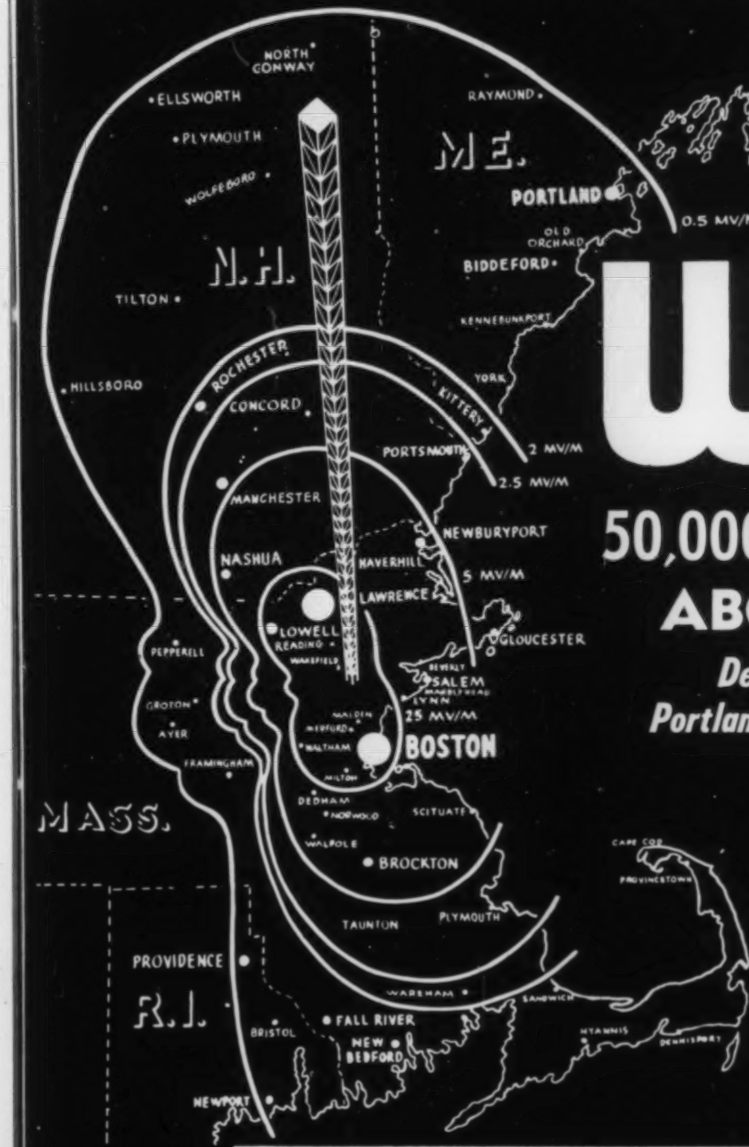
DIRECTORY OF STANDARD BROADCASTING STATIONS OF THE UNITED STATES

**—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. SH—Specified Hours. U—Unlimited. CP—Construction Permit Issued*
LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.
(Data corrected to December 6, 1948)

MASSACHUSETTS

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel		Representatives Transc. Library News Service
BOSTON 8	WBMS 1946	1090 1,000-D	WBMS Inc. 35 Court St. Lafayette 3-5616		Jack N. Berkman, Pres. Kenneth A. Foellinger, Gen. Mgr. John R. Thornton, Prog. Dir.	Merle L. Towle, Chief Engr.	Lorenzen & Thompson Associated UP
BOSTON 34	WBZ 1921	1030 50,000	Westinghouse Radio Stations, Inc. 1170 Soldiers Field Rd. Algonquin 4-5670	NBC New England	Walter Evans, Pres. J. B. Conley, Gen. Mgr. W. C. Swartley, Station Mgr. C. Herbert Masse, Sales Mgr.	W. Gordon Swan, Prog. Dir. Lynn Morrow, Sales Prom. Mgr. W. H. Hauser, Chief Engr.	Free & Peters Associated Thesaurus AP, UP, INS
BOSTON 16	WCOP 1935	1150 5,000	Massachusetts Bcstg. Corp. 485 Boylston St. Copley 7-0123	ABC	John Cowles, Pres. Craig Lawrence, Exec. V.P. & Gen. Mgr. A. N. Armstrong, Jr., Natl. Coml. Mgr.	Harry Wheeler, Local Sales Mgr. Eugene King, Prog. Dir. John Wilkoff, Prom. Mgr. Roland C. Hale, Chief Engr.	Katz Standard AP, UP, INS
BOSTON 12	WEEI 1924	590 5,000	Columbia Bcstg. System Inc. 182 Tremont St. Hubbard 2-2323	CBS	Frank Stanton (CBS), Pres. Harold E. Fellows, Gen. Mgr. Wilbur S. Edwards, Asst Gen. Mgr. & Coml. Mgr. Frederick A. Garrigus, Dir. of Publ. Affairs & Special Events. Marie H. Houlahan, Publicity Dir.	Raymond G. Girardin, Prog. Dir. Guy H. Cunningham, Sales Prom. Mgr. Harold A. Dorschung, Chief Engr. John J. Murray, Asst. to Gen. Mgr.	Radio Sales Lang-Worth AP, UP
BOSTON 16	WHDH 1926	850 5,000; CP-50,000	Matheson Radio Co. Inc. 6 St. James Ave. Hancock 6-5500		Robert B. Choate, Pres. William B. McGrath, Mgng. Dir. Arthur T. Brush, Coml. Mgr.	George M. Perkins, Prog. Dir. William Shea, Prom. Mgr. Phillip K. Baldwin, Chief Engr.	Blair Capitol Standard AP, UP
BOSTON 15	WMEX 1934	1510 5,000	The Northern Corp. 70 Brookline Ave. Commonwealth 3900		Wm. S. Pote, Gen. Mgr.		Reambeau
BOSTON 15	WNAC 1922	1260 5,000	The Yankee Network 21 Brookline Ave. Commonwealth 6-0800	MBS Yankee	John Shepard 3rd, Ch. of Bd. William O'Neil, Pres. Linus Travers, V.P., Gen. & Coml. Mgr.	George W. Steffy, V.P., Prog. Dir. David F. Shurtleff, Prom. Mgr. Irving B. Robinson, Chief Engr.	Petry Associated, SESAC Standard AP, INS, Reuters
BOSTON 16	WORL 1926	950 1,000-D	Bcstg. Service Organization Inc. 216 Tremont St. Liberty 2-4540		Harold A. Lafount, Pres. George Lasker, Gen. Mgr. A. L. Robison, Asst. Mgr.	Robert Perry, Prog. Dir. John W. Parker, Chief Engr.	Forjoe UP
BOSTON 46 .... (Brookline)	WVOM 1948	1600 5,000	The Boston Bcstg. Corp. 1 Harvard St. Brookline Beacon 2-5650		Benjamin Bartzoff, Exec. V.P., Gen. & Coml. Mgr.	Ervin Crandell, Chief Engr.	McGillvra SESAC, World, Standard, MacGregor UP
BROCKTON 64	WBET 1946	990 250-D	Enterprise Publishing Co. 60 Main St. Brockton 7062		Charles A. Fuller, Gen. & Coml. Mgr. Joseph G. Quill, Prod. Mgr.	Mark L MacAdam, Chief Engr.	Thesaurus, Lang-Worth, SESAC, World AP, TP
BROCKTON 58	WBKA 1948	1450 250	Cur-Nan Co. 205 E. Ashland St. 8-0621		Fred J. Curran, Pres. Mathew Noonan, Gen. Mgr.	Hal Newell, Prog. Dir. Mark L. MacAdam, Tech. Advsr.	
CAMBRIDGE 38	WTAO 1948	740 250-D	Middlesex Bcstg. Corp. 447 Concord Ave. Eliot 4-6745		Frank Lyman, Jr., Pres. Paul J. Perreault, Gen. Mgr.	Larry Anderson, Coml. Mgr. Louis Barkus, Chief Engr.	Friedenberg World AP
CHICOPEE	WACE 1946	730 1,000-D	The Regional Bcstg. Co. 326 Chicopee St. (Springfield 6-1323) (Chicopee 2330)		David Hayes, Pres. John S. Begley, Treas.	Ralph J. Robinson, Gen. & Coml. Mgr. & Chief Engr.	Ketell-Carter McGeehan & O'Mara World AP
FALL RIVER	WALE 1948	1400 250	Narragansett Bcstg. Co. 374 Central St. 4-1400		George L. Sisson, Jr., Pres. & Mng. Dir. J. Buz Way, Sta. Mgr.	Nellie F. McCain, Prog. Dir. Norman P. Guimond, Chief Engr.	Kettell-Carter Associated, Capitol, SESAC UP, INS
FALL RIVER	WSAR 1921	1480 5,000	The Fall River Bcstg. Co. Inc. Academy Bldg. 7-9477	MBS Yankee	Melvin Lahr, Pres. & Gen. Mgr. John Harrington, Coml. Mgr.	Angus Bailey, Prog. Dir. John Crowley, Prom. Mgr. John Pavoa, Chief Engr.	Headley-Reed Bannan Lang-Worth, Thesaurus, UP
FITCHBURG	WEIM 1941	1340 250	Radio Station WEIM 717 Main St. 1600	MBS Yankee	Henry G. Molina, Jr., Pres. & Gen. Mgr. Ford Billings, Coml. Mgr.	James Christie, Prog. Dir. Richard Tucker, Prod. Mgr. Theodore Kalin, Chief Engr.	Bannan AP
FRAMINGHAM	WKOX 1947	1190 1,000-D	Suburban Bcstg. Co. Smith Bldg. 7400		Richard E. Adams, Gen. Mgr. James H. Shoemaker, Coml. Mgr. Lee Emmerich, Prog. Dir.	Robert Fuller, Prom. Mgr. Frances W. Bartol, Chief Engr.	Freidenberg Capitol UP
GARDNER............	WHOB 1946	1490 250	The Gardner Bcstg. Co. Colonial Hotel 1490		David M. Richman, Pres. Ted Jones, Mgr. Duke Savitt, Coml. Mgr.	Ed Johnson, Prom. Mgr. Parker Vincent, Chief Engr.	Rambeau SESAC AP
GREENFIELD	WHAI 1938	1240 250	John W. Haigis 356 Main St. 4301	MBS Yankee	John W. Haigis, Sr., Pres. John W. Haigis, Jr., Gen. Mgr. H. W. Nichols, Coml. Mgr.	Lawrence A. Coney, Prog. Dir. Thomas J. Kelly, Prom. Mgr. Leland F. Wheeler, Chief Engr.	Associated Thesaurus AP

NEW ENGLAND'S MOST POWERFUL RADIO STATION


NORTH CONWAY
ELLSWORTH
PLYMOUTH
WOLFEBORO
RAYMOND
ME.
PORTLAND
0.5 MV/M
OLD ORCHARD
BIDDEFORD
N.H.
TILTON
KENNEBUNKPORT
ROCHESTER
HILLSBORO
YORK
KITTERY
CONCORD
PORTSMOUTH
2 MV/M
2.5 MV/M
MANCHESTER
NEWBURYPORT
NASHUA
HAVERHILL
5 MV/M
LAWRENCE
LOWELL
READING
WAKEFIELD
GLOUCESTER
PEPPERELL
BEVERLY
SALEM
MARBLEHEAD
LYNN
GROTON
AYER
MALDEN
MEDFORD
25 MV/M
WALTHAM
BOSTON
FRAMINGHAM
MILTON
MASS.
DEDHAM
NORWOOD
SCITUATE
WALPOLE
BROCKTON
CAPE COD
PROVINCETOWN
TAUNTON
PLYMOUTH
PROVIDENCE
WAREHAM
SANDWICH
R.I.
FALL RIVER
BRISTOL
NEW BEDFORD
HYANNIS
DENNISPORT
NEWPORT

WLAW

50,000 Watts — 680 Kilocycles

ABC BASIC STATION

Delivers an Effective Signal from Portland, Maine to Newport, Rhode Island

You are interested in reaching the prosperous heart of industrial New England, therefore, you should be using WLAW. A basic station of ABC, Lawrence, Massachusetts, WLAW gives you a signal strength and listener coverage that dominate the densely populated and highly prosperous eastern section of this rich industrial area. Twenty-seven New England newspapers carry the WLAW programs.

NEW ENGLAND'S BEST RADIO BUY

OVER 4,000,000 LISTENERS FOR YOUR SALES MESSAGES

All Regular Programs over WLAW are Broadcast over

93.7 MEGACYCLES WLAW—FM CHANNEL 229

20,000 Watts E.R.P.

Main Studios: Lawrence, Massachusetts. Other Studios: Boston and Lowell

Boston Offices: Union Savings Bank Building, 216 Tremont Street

National Representatives: Paul H. Raymer Co.

MASSACHUSETTS (Continued)

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel		Representatives Transc. Library News Service
HAVERHILL	WHAV 1947	1490 250	The Haverhill Gazette Co. 30 How St. 7090		John T. Russ, Gen. Mgr. Lew Sargent, Sta. Mgr. Warren Greenwood, Prog. Dir.	Robert Kimel, Prom. Mgr. Paul Hurd, Chief Engr.	McGeehan & & O'Mara Kettell-Carter World, Associated SESAC AP
HOLYOKE	WHYN 1941	1400 250	Hampden-Hampshire Corp. 180 High St. 8238	MBS Yankee	Charles N. DeRose, Gen. Mgr. Patrick J. Montague, Coml. Mgr.	Jay Heitin, Prog. Dir. & Prom. Mgr. Jack Paley, Chief Operator	Walker, Bannan Lang-Worth, Associated UP
LAWRENCE	WCCM 1947	800 1,000-D	Lawrence Bcstg. Co. 54 Essex St. 3-7171		George H. Jaspert, Pres. Gordon S. Ley, Gen. Mgr. & Chief Engr.	William C. Engel, Coml. Mgr. Thomas F. Frank, Prog. Dir. David W. Gardner, Prom. Mgr.	Forjoe Capitol AP
LAWRENCE	WLAW 1937	680 50,000	Hildreth & Rogers Co. 278 Essex St. 4107	ABC New England	Irving E. Rogers, Pres. Harold B. Morrill, Gen. Mgr. David M. Kimel, Coml. Mgr.	James T. Mahoney, Prog. Dir. Fred A. Sullivan, Prom. Mgr. George A. Hinckley, Chief Engr.	Raymer Standard, World UP
LOWELL	WLLH 1934	1400 250	Merrimac Bcstg. Co. Inc. 39 Kearney Square 8715	MBS Yankee	Gerald Harrison, Pres. Dana W. Fitzgerald, Gen. Mgr. Haskell Bloomberg, Coml. Mgr.	Tom Clayton, Prog. Dir. A. G. Michaels, Chief Engr. R. B. Newton, Asst. Chief Engr.	Petry Associated UP
LYNN	WLYN 1946	1360 500-D	Puritan Bcstg. Service Inc. 7 Willow St. 5-6200		A. M. Morgan, Pres. & Gen. Mgr. Cyril Morgan, Station Mgr. Ethel Adams, Prog. Dir.	Kenneth Strong, Prom. Mgr. John Parker, Chief Engr.	Associated SESAC UP
NEW BEDFORD	WNBH 1921	1340 250	Bristol Bcstg. Co. Inc. 588 Pleasant St. 8-5228	ABC	Basil Brewer, V. P. & Treas. James M. Patt, Gen. Mgr. Theo M. Healy, Coml. Mgr.	Edward Boghosian, Prog. Dir. Stanley Emery, Chief Engr.	Walker Bannan World AP
NORTH ADAMS	WKOB 1947	860 250-D	Citizens Bcstg. Co. Wellington Hotel 860		Royal G. Lister, Consultant Mgr. & Coml. Mgr.	Thomas Donland, Prog. Dir., Prom. Mgr. Charles Smith, Chief Engr.	McGillvra Capitol, Standard UP
NORTH ADAMS	WMNB 1947	1230 100	Northern Berkshire Broadcasting Co. 466 Curran H'way 1230		J. Gordon Keyworth, Gen. Mgr. & Chief Engr. Richard J. O'Brien, Coml. Rep. Benjamin A. Hubley, Prog. Mgr.	Belva C. Keyworth, Office Mgr. William B. Dailey, Chief Techn.	Kettell-Carter World AP
PITTSFIELD	WBEC 1947	1490 250	Western Mass. Bcstg. Co. 30 Eagle St. 8292	ABC	Donald B. Miller, Pres. W. Wendell Budrow, Gen. Coml. & Prom. Mgr.	Frank Weiner, Prog. Dir. James L. Spates, Chief Engr.	Kettell-Carter McKinney Standard, Lang-Worth AP
PITTSFIELD	WBRK 1938	1340 250	Greylock Bcstg. Co. 8 Bank Row 2-1553	MBS Yankee	Leon Podolsky, Pres. John T. Parsons, Gen. & Coml. Mgr.	Daniel Healy, Prog. Dir. Leonard Lavendol, Chief Engr.	Walker, Bannan Thesaurus UP
QUINCY 69	WJDA 1947	1300 1,000-D	South Shore Bcstg. Co. Inc. 29 Brackett St. Mayflower 9-1300		Joseph H. Tobin, Pres. & Sta. Mgr. James D. Asher, Treas. & Coml. Mgr.	George Erwin, Prog. Dir. John Duffy, Chief Engr.	World AP
SALEM	WESX 1939	1230 250	North Shore Bcstg. Co. 49 Washington St. 5670		Charles W. Phelan, Pres. Edmund L. Phelan, Gen. Mgr.	John Sullivan, Coml. Mgr.	Bannan Lang-Worth, World UP
SPRINGFIELD	(Construction permit)	1600 5,000-D	Springfield Bcstg. Co. 137½ State St.				
SPRINGFIELD	WBZA 1925	1030 1,000	Westinghouse Radio Stations, Inc. Hotel Kimball 6-8336	NBC New England	Walter Evans, Pres. J. B. Conley, Gen. Mgr. W. C. Swartley, Station Mgr. C. Herbert Masse, Sales Mgr.	W. Gordon Swan, Prog. Mgr. Lynn Morrow, Sales Prom. Mgr. Harold Randol, Chief Engr.	Free & Peters Associated Thesaurus AP, UP, INS
SPRINGFIELD 3	WMAS 1932	1450 250	WMAS Inc. 1757 Main St. 7-1414	CBS	Gerald Harrison, Pres. Carl S. Wheeler, V.P. Robert F. Donahue, Gen. Mgr. Robert M. Feldman, Coml. Mgr.	F. Turner Cooke, Prog. Dir. Paul Peltier, Prom. Mgr. John Michnovez, Chief Engr.	Petry Associated UP
SPRINGFIELD 5	WSPR 1936	1270 1,000	WSPR Inc. 63 Chestnut St. 6-2757	ABC	Quincy A. Brackett, Sta. Mgr. & Pres. Milton W. Stoughton, V. P. & Coml. Mgr. Wayne Henry Latham, Prog. Dir.	Howard S. Keefe, Prom. Mgr. Lawrence A. Reilly, Chief Engr.	Hollingbery Bannan Lang-Worth AP
TAUNTON	(Construction permit)	1570 1,000-D	Silver City Bcstg. Corp. 29 Main St.	......	J. Marshall McGregor, Pres.		
WALTHAM	WCRB 1948	1330 500-D	Charles River Bcstg. Co. 4 Gordon St. 5-7080	......	Richard C. O'Hare, Partner & Mgng. Dir. Deuel Richardson, Partner, Gen. Mgr. & Prog. Dir. L. P. Liles, Coml. Mgr., Partner	Harold P. Richardson, Prom. Mgr. James H. Bonney, Chief Engr.	Lang-Worth UP
WARE	WRMS 1948	1250 500-D	Donald W. Howe East St. 23	......	Donald W. Howe, Owner Ansel E. Gridley, Gen., Coml. Mgr.	Don McKellar, Prog. Dir. F. R. Joslin, Chief Engr.	Associated AP

DIRECTORY OF STANDARD BROADCASTING STATIONS OF THE UNITED STATES

**—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. SH—Specified Hours. U—Unlimited. CP—Construction Permit Issued*
LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.
(Data corrected to December 6, 1948)

MASSACHUSETTS (Continued)

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel		Representatives Transc. Library News Service
WEST SPRINGFIELD	WTXL (Construction permit)	1490 250	Telecolor Corp. Cor. Dyke Ave. & Bramble St.				
WEST YARMOUTH .	**WOCB** **1943**	**1240** **250**	**Bristol Bcstg. Co. Inc.** **West Yarmouth** **Hyannis 502**	ABC KBS	Basil Brewer, Pres. David J. Shurtleif, Gen., Coml. & Prom. Mgr.	Marion C. Pareseau, Prog. Dir. Stanley S. Emery, Chief Engr.	Walker Bannan World AP
WORCESTER 8	**WAAB** 1931	**1440** **5,000**	**The Yankee Network Inc.** **34 Mechanic St.** **2-5611**	**MBS** **Yankee**	**John Shepard 3rd, Ch. of Bd.** **William O'Neil, Pres.**	**Richard A. Cobb, Gen. Mgr.** **Joseph Grahn, Chief Engr.**	**Petry** **Associated** **Standard** **AP**
WORCESTER 8	**WNEB** **1946**	**1230** **250**	**New England Bcstg. Co.** **Park Bldg.** **6-4672**	......	**Paul C. Lytle, Pres.** John J. Hurley, Gen. Mgr. **Kenneth B. Murray, Coml. Mgr.**	**John F. Morse, Prog. Dir.** **Dorothy Murray, Prom. Mgr.** **Vernon P. Wilson, Chief Engr.**	**Young** **Capitol** **Thesaurus** **UP**
WORCESTER 2	**WORC** **1925**	**1310** **1,000**	**Alfred F. Kleindienst** **65 Elm St.** **5-3101**	**ABC**	**Alfred Frank Kleindienst, Owner & Chief Engr.**	**Mildred P. Stanton, Director & Coml. Mgr., Prog. Dir.**	**Weed** **Lang-Worth** **INS**
WORCESTER 1	**WTAG** **1924**	**580** **5,000**	**WTAG Inc.** **18 Franklin St.** **5-4321**	**CBS**	**E. E. Hill, Exec. V. P.** **Robert W. Booth, V.P. & Gen. Mgr.** **Herbert L. Kreuger, Coml. Mgr.**	**A. J. Brisette, Prog. Dir.** **Andrew C. Fuller, Prom. Mgr.** **Elwood Browning, Chief Engr.**	**Raymer** **Associated** **World** **AP**

MICHIGAN

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel		Representatives Transc. Library News Service
ADRIAN	**WABJ** **1946**	**1500** **250-D**	James Gerity Jr. 2982 Treat Rd. **1599**	......	James Gerity Jr., Pres. **Francis X. McNerny, Gen. & Coml. Mgr.** Larry Payne, Prog. Dir.	Aileen Lindbert, Prom. Mgr. **Elwood Brown, Chief Engr.**	**McGeehan & O'Mara** **World** **UP**
ALMA	WFYC 1947	1280 1,000-D	Alma Broadcasting Co. 408 Gratiot St. 95	......	Merle E. Rhoads, Pres. & Gen. Mgr. Cleon Vanriper, Coml. Mgr.	Frank D. Tefft, Chief Engr.	World UP
ALPENA	**WATZ** **1946**	**1450** **250**	**Midwestern Bcstg. Co.** **Alpena** **1049**	**MBS** **KBS** **Bunyan** **Wolverine**	Les Biederman, Pres. Drew McClay, Gen. Mgr.	Amos R. Crow, Coml. Mgr. Wm. Kiker, Chief Engr.	AP Holman
ANN ARBOR	**WHRV** **1947**	**1600** **1,000**	**Huron Valley Bcstg. Inc.** **Box 160** **2-4573**	**ABC**	James F. Hopkins, Pres. R. S. Augustus, Coml. Mgr.	Amy Wilcox, Prog. Dir. Jay Berry, Prom. Mgr. James Allen, Chief Engr.	Forjoe World AP
ANN ARBOR	**WPAG** **1945**	**1050** **1,000-D**	**Washtenaw Bcstg. Co.** **Hutzell Bldg.** **25517**	......	Arthur Greene, Pres. Edw. F. Baughn, V.P., Gen. Mgr. A. H. Turner, Coml. Mgr.	Wendell Hester, Prog. Dir. George D. Stearns, Chief Engr.	Holman Associated Standard AP
BATTLE CREEK	**WBCK** 1948	**930** 1,000	**Michigan Broadcasting Co.** Security Nat'l Bk. Bldg. 3-55-55	MBS	Robert H. Holmes, Pres. & Gen. Mgr. F. K. Doyle, Lcl. Sales Mgr.	Charles E. Dewey Jr., Chief Engr. A. R. Cooper, Prog. & Prod. Mgr.	McGeehan & O'Mara Associated Capitol UP
BATTLE CREEK	**WELL** 1925	**1400** 250	**Federated Publications Inc.** **Mich. Nat'l Bank Bldg.** **5655**	ABC Michigan Wolverine	Dan E. Jayne, Gen. Mgr. E. P. Mills Jr., Coml. Mgr.	Forrest F. Owen, Prog. Dir. Earl J. Stone, Chief Engr.	Burn-Smith Lang-Worth Standard AP
BAY CITY	**WBCM** 1925	1440 1,000-LS 500-N	Bay Bcstg. Co. Inc. 100 Center Ave. 7551	ABC	Harley D. Peet, Pres. H. A. Geisel, Gen. & Coml. Mgr.	Charles E. Anthony, Prog. Dir. Ralph H. Carpenter, Chief Engr.	Hollingbery Lang-Worth World UP
BENTON HARBOR ..	**WHFB** **1947**	**1060** 1,000-D	**Palladium Publishing Co.** **Fairplain Ave.** **5-2113**	......	S. R. Banyon, Pres. Jacob P. Scherer, Gen. Mgr. W. Curtis Beck, Coml. Mgr.	Phil A. Molloy, Prog. Dir. Frank Tebrugge, Prom. Mgr. Munson U. Robinson, Chief Engr.	Capitol Lang-Worth AP
CADILLAC	**WATT** **1945**	**1240** **250**	**Midwestern Bcstg. Co.** **Cadillac** **1270**	**MBS** **KBS** Bunyan Wolverine	Les Biederman, Pres. John Cundiff, Gen. Mgr.	Merritt Chandler, Coml. Mgr. Wm. Kiker, Chief Engr.	Holman SESAC AP
DEARBORN	WKMH 1946	1310 1,000	**WKMH, Inc.** **WKMH Bldg.** Logan 2-4000	......	Fred A. Knorr, Pres. & Gen. Mgr. Walter Patterson, Coml. & Prom. Mgr.	Richard S. Buller, Prog. Dir. Jerrold Martin, Chief Engr.	Weed Lang-Worth UP, INS

MICHIGAN (Continued)

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel		Representatives Transc. Library News Service
DETROIT .... **(Windsor)**	CKLW 1932	800 5,000 CP-50,000	Western Ont. Bcstg. Co. Canada Trust Bldg. Cadillac 7200 (Detroit)	MBS CBC	J. E. Campeau, Pres. & Gen. Mgr. E. Wilson Wardell, Coml. Mgr.	S. Campbell Ritchie, Prog. Dir. Barbara MacFarland, Prom. Mgr. W. J. Carter, Chief Engr.	Young, Stovin World Standard UTS INS, BUP
DETROIT 2	WJBK 1925	1490 250	Detroit Bcstg. Co. 6559 Hamilton Ave. Trinity 2-2000	Wolverine	George B. Storer, Pres. Richard E. Jones, Gen. Mgr. George M. Miller, Coml. Mgr.	L. Hal. Hough, Prog. Dir. Joyce M. Chapman, Prom. Mgr. Paul O. Fricke, Chief Engr.	Katz Lang-Worth, Standard AP
DETROIT 26	WJLB 1926	1400 250	Booth Radio Stations Inc. 3100 David Broderick Tower Woodward 5-2000	......	John L. Booth, Pres. & Gen. Mgr. Eric V. Hay, Coml. Mgr.	George Kendall, Prog. Dir. Arthur Naylor, Prom. Mgr. Edward H. Clark, Chief Engr.	Rambeau Standard, World AP
DETROIT 26	WJR 1922	760 50,000	WJR, The Goodwill Station Inc. Fisher Bldg. Madison 4440	CBS	George A. Richards, Chmn. of Board Frank E. Mullen, Pres. Harry Wismer, Asst. to Pres. & Gen. Mgr. Worth Kramer, Asst. Gen. Mgr.	Arch Shawd, Coml. Mgr. Franklin C. Mitchell, Prog. Dir. James Quello, Publ. & Prom. Mgr. G. F. Leydorff, V. P. & Chief Engr.	Petry Thesaurus Associated Lang-Worth Standard AP, UP, INS
DETROIT 31	WWJ 1920	950 5,000	Evening News Association 622 W. Lafayette Ave. Woodward 2-2000	NBC	W. E. Scripps, Pres. Harry Bannister, Gen. Mgr. Harry W. Betteridge, Gen. Sls. Mgr. Mel Wissman, Gen. Prog. Mgr.	Jake Albert, Prom. Mgr. E. J. Love, Gen. Engrg. Mgr. Edwin K. Wheeler, Asst. Gen. Mgr.	Hollingbery Lang-Worth, Standard AP, UP
DETROIT 26	WXYZ 1930	1270 5,000	WXYZ Inc. 1700 Stroh Building Cherry 8321	ABC Michigan	James G. Riddell, Gen. Mgr. Harold S. Christian, Coml. Mgr.	Jack McCarthy, Prog. Dir. William J. Hendricks, Prom. Mgr. Charles Kotcher, Chief Engr.	ABC Spot Lang-Worth, World UP, INS
EAST LANSING	*WKAR 1922	870 5,000-D	Michigan State College East Lansing Lansing 8-1511	......	Robert J. Coleman, Gen. & Prog. Dir.	Norris E. Grover, Chief Engr.	Thesaurus AP

you definitely get **MORE** *sales impacts for less*
ON
CKLW
in the Detroit Area

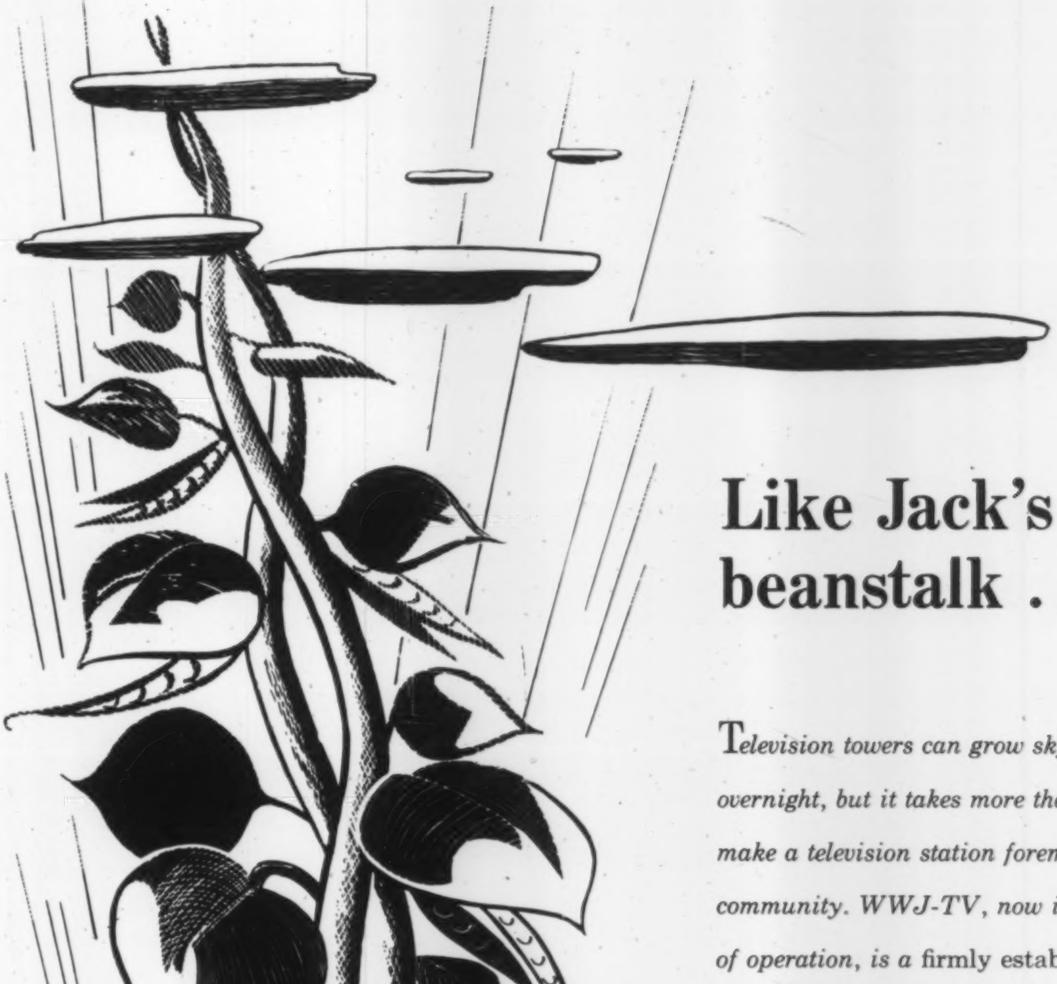
**FLASH! WE'RE GOING 50 kw. at 800 kc.
EARLY IN '49. A GREATER VOICE
and by far a GREATER BUY!**

Guardian Bldg., Detroit 26
J. E. Campeau, President

Adam J. Young, Jr., Inc., Nat'l Rep.
H. N. Stovin & Co., Canadian Rep.

• •

5,000 Watts Day and Night—800 kc.—Mutual Broadcasting System



Like Jack's beanstalk . . .

Television towers can grow sky-high overnight, but it takes more than just a tower to make a television station foremost in its community. WWJ-TV, now in its third year *of operation, is a* firmly established *leader in the Detroit market. It has taken full advantage of its two-year "headstart" to stake its claim on the lion's share of desirable local television features. And, through its NBC Television Network facilities, WWJ-TV has stretched its "seeing power" beyond the horizons to bring Detroiters an even greater diversity of entertainment features. Unquestionably, WWJ-TV is the one best television "buy" TODAY, in the multi-billion dollar Detroit market.*

FIRST IN MICHIGAN . . . Owned and Operated by THE DETROIT NEWS

National Representatives: THE GEORGE P. HOLLINGBERY COMPANY

ASSOCIATE AM-FM STATION WWJ

WWJ-TV

NBC Television Network

DIRECTORY OF STANDARD BROADCASTING STATIONS OF THE UNITED STATES

**—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. SH—Specified Hours. U—Unlimited. CP—Construction Permit Issued.*
LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.
(Data corrected to December 6, 1948)

MICHIGAN (Continued)

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel		Representatives Transc. Library News Service
ESCANABA	WDBC 1941	1490 250	Delta Broadcasting Co. P. O. Box 419 3190	MBS KBS Wolverine	John P. Norton, Pres. George D. Lindenthal, Gen. & Prom. Mgr. Richard Morenus, Coml. Mgr.	Scott Runge, Prog. Dir. Jack Foster, Chief Engr.	Walker World UP
FLINT 3	WBBC 1947	1330 1,000	Booth Bcstg. Co. 112 W. Water St. 9-8686	MBS	John Lord Booth, Pres. Robert L. Balfour, Gen. Mgr. W. Eldon Garner, Coml. Mgr.	Robert L. Mabry, Prog. Dir. L. George Geiger, Prom. Mgr. G. Elwood Ryan, Chief Engr.	Forjoe MacGregor AP
FLINT	WFDF 1922	910 1,000	Trebit Corp. Mott Foundation Bldg. 2-7158	ABC Michigan Wolverine	Harry M. Bitner, Sr., Pres. Lester W. Lindow, Gen. Mgr. Jon R. McKinley, Coml. & Prom. Mgr.	Elmer Knopf, Prog. Dir. Frank D. Fallain, Chief Engr.	Katz Thesaurus Capitol Lang-Worth Standard AP
FLINT 4	WMRP 1943	1510 250-D	Methodist Radio Parish Inc. 573 Mary St. 3-5112	KBS	Daniel M. Robins, Pres. William H. Morford, Gen. & Coml. Mgr.	Cedric Harger, Prog. Dir. Homer Blumerich, Chief Engr.	Standard SESAC
FLINT	WTAC 1947	600 1,000-LS 500-N	Trendle-Campbell Bcstg. Co. 740 S. Saginaw St. 2-1136	NBC	George W. Trendle, Pres. H. Allen Campbell, V. P. & Gen. Mgr. Don De Groot, Mgr.	Leo D. Smith, Sales, Mgr. Frank Crombie, Prog. Dir. Darrell Jones, Chief Engr.	Raymer World, Lang-Worth UP
FLINT 3	WWOK 1946	1470 1,000	Cooperative Radio Co. 432 N. Saginaw St. 4-1691	Wolverine	Herbert L. Crate, Pres. Howard C. Evans, Gen. & Coml. Mgr.	Leon McNew, Prog. Dir. Edsel Forsythe, Chief Engr.	Burn-Smith Capitol UP
GRAND RAPIDS 2	WFUR 1947	1570 1,000-D	Furniture City Bcstg. Corp. 430 Federal Square Bldg. 6-9541	Wolverine	Simon W. Oppenhuizen, Pres., Gen. Mgr. Arthur M. Swift, Coml. Mgr.	Gordon F. Kibby, Prog. Dir. Henry G. Bosch, Prom. Mgr. John D. Timmer, Chief Engr.	Walker Lang-Worth Capitol AP
GRAND RAPIDS 3	WGRD 1947	1410 1,000-D	Music Bcstg. Co. 35 Lafayette Ave., N. 9-4111	......	Paul F. Eichhorn, Pres. & Gen. Mgr. Donald M. Mullen, Prog. Dir.	Richard Groenevelt, Chief Engr.	McGillvra Associated Standard AP
GRAND RAPIDS 1	WJEF 1945	1230 250	Fetzer Bcstg. Co. Pantlind Hotel 6-8512	CBS	John E. Fetzer, Pres. Edward H. Bronson, Gen. Mgr. John W. O'Harrow, Coml. Mgr.	Edward E. McKean, Prog. Dir. Richard L. Kowalkoski, Prom. Mgr. Carl E. Lee, Chief Engr.	Avery-Knodel Associated AP
GRAND RAPIDS 2	WLAV 1940	1340 250	Leonard A. Versluis 6 Fountain St. N.E. 6-5461	ABC Michigan	Leonard A. Versluis, Owner Hy M. Steed, Gen. & Coml. Mgr.	Lee Stevens, Chief Engr.	Pearson Standard UP
GRAND RAPIDS 2	WOOD 1924	1300 5,000	Grandwood Bcstg. Co. Grand Rapids Nat'l Bank Bldg. 9-4211	NBC	Harry M. Bitner, Sr., Pres. Stanley W. Barnett, Gen. Mgr. Walter A. Bass, Coml. Mgr. Harry M. Bitner, Jr., V. Pres. & Supvsg. Dir.	Sandy Meek, Prog. Dir. Lenore Little, Prom. Mgr. Fred W. Russell, Chief Engr.	Katz World Lang-Worth UP
HOLLAND	WHTC 1948	1450 250	Holland Broadcasting Co. One E. 8th St. 6-6610	......	Millard Westrate, Pres. Kenneth Welch, Coml. Mgr.	Willard C. Wichers, V. P. & Prog. Dir. Millward Westrate, Chief Engr.	Lang-Worth, World AP
HOUGHTON	WHDF 1929	1400 250	Upper Michigan Bcstg. Co. Douglass House 1	MBS KBS Wolverine	John W. Rice, Exec. V.P. Albert W. Payne, Coml. Mgr.	Earl Norden, Prog. Dir. George L. Burgan, Chief Engr.	Walker World
IRON MOUNTAIN	WIKB 1946	1230 250	Upper Mich.-Wis. Bcstg. Co. Inc. Dickinson Hotel 2020	MBS KBS Wolverine	William L. Johnson, Pres. J. W. Huss, V.P., Gen. Mgr. James F. Kauper, Station Mgr.	John Harvey, Coml. Mgr. Ran Jensen, Prog. Dir. Eugene Kaari, Chief Engr.	Walker Standard UP
IRON MOUNTAIN	WMIQ 1947	1450 250	Iron Mountain Kingsford Bcstg. Co. 211 E. Ludington St. 2031	......	William C. Johnson, Gen. Mgr. John S. Wallis, Coml. Mgr.	Ronald F. Bothe, Prog. Dir. & Prom. Mgr. Robert W. Berry, Chief Engr.	Griffith Lang-Worth UP
IRONWOOD	WJMS 1931	630 1,000	Upper Mich.-Wis. Bcstg. Co. Inc. 124 E. McLeod Ave. 20	MBS KBS Wolverine	William L. Johnson, Pres. J. W. Huss, V.P. Gen. Mgr. Donald R. Hoover, Station Mgr. & Prom. Mgr.	Gordon F. Scott, Coml. Mgr. Laura Johnson, Prog. Dir. Arne Dahlbacka, Chief Engr.	Walker Standard UP
ISHPEMING	WJPD 1947	1240 250	Ishpeming Broadcasting Co. Care Jenks Block 1892	Wolverine	James P. Deegan, Pres., Gen. & Coml. Mgr.	Paul C. Crowley, Prog. Dir. Carl B. Tupala, Prom. Mgr. Bernard R. Maloney, Chief Engr.	Lang-Worth AP
JACKSON	WIBM 1927	1450 250	WIBM Inc. 2511 Kibby Rd. 6121	ABC Michigan Wolverine	Herman Radner, Pres. Roy Radner, V.P. Wm. Cizek, Mgr.	Jack Underwood, Prog. Dir. C. W. Wirtanen, Chief Engr.	Forjoe, Holman Thesaurus
KALAMAZOO 8	WGFG 1947	1360 1,000	Southwestern Michigan Bcstg. Co. State Theatre Bldg. 4-0111	ABC Michigan	Harold F. Gross, Pres. & Gen. Mgr. Irene A. Ginther, Coml. Mgr.	Charles T. Lynch, Prog. Dir. Carl Stephens, Chief Engr.	Meeker Standard UP

First in Flint
WFDF
ABC

Morning, afternoon and night, WFDF shows up first in Flint for listener preference in the C. E. Hooper 1948 Summer Listening Index. Obviously that means Flint's oldest radio station is your best radio buy to reach a lush market no sales-minded executive wants to overlook.

And Flint *is* a lush market—$200,000,000 lush, retail sales-wise. That's important money in any manufacturer's language, and it's comforting to know one top radio station commands across-the-board domination. BMB surveys show WFDF has widest coverage, too. In short, WFDF's a natural!

How about merchandising? Right again . . . WFDF leads with bus cards, taxi posters, juke box inserts, station announcements, newspaper ads, movie trailers, mailing pieces AND PERSONAL CALLS. If you're looking for sales, look to WFDF!

WFDF **AMERICAN BROADCASTING COMPANY**
FLINT, MICHIGAN

REPRESENTED BY THE KATZ AGENCY
Associated with: WOOD Grand Rapids—WFBM Indianapolis—WEOA Evansville
910 Kilocycles

MICHIGAN (Continued)

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel		Representatives Transc. Library News Service
KALAMAZOO 99 ...	WKZO 1923	590 5,000	Fetzer Bcstg. Co. 124 W. Michigan Ave. 3-1223	CBS	John E. Fetzer, Pres. & Gen Mgr. John W. O'Harrow, Coml. & Prom. Mgr.	Edward E. McKean, Prog. Dir. Carl E. Lee, Chief Engr.	Avery-Knodel World AP
LANSING 30	WILS 1946	1430 500-D	Lansing Bcstg. Co. 407 N. Washington Ave. 2-1655	MBS Wolverine	W. A. Pomeroy, Pres., Gen. Mgr. & Coml. Mgr. Alex Dillingham, Prog. Dir.	Walter Zahrt, Prom. Mgr. John C. Pomeroy, Chief Engr.	Holman Capitol, Lang-Worth AP
LANSING 16	WJIM 1934	1240; CP-550 250; CP-1000	WJIM Inc. Bank of Lansing Bldg. 2-1333	ABC Michigan	Harold F. Gross, Pres. & Gen. Mgr.	Howard K. Finch, Prog. Dir.	Meeker Standard, World UP
LAPEER	*WMPC 1926	1230 250 SH	The Liberty St. Gospel Church	......			
LUDINGTON	WKLA 1944	1450 250	Ludington Bcstg. Co. Stearns Bldg. 842	ABC KBS Wolverine Michigan	Karl L. Ashbacker, Pres. Gen. & Coml. Mgr. Peter A. Mars, Prog. Dir. & Prom. Mgr.	Clyde Hull, Chief Engr.	Burn-Smith UP
MARQUETTE	WDMJ 1931	1340 250	The Lake Superior Broadcasting Co. West Washington St. 616	MBS KBS Wolverine	Frank J. Russell, Jr., Pres. Leo G. Brott, Gen. Mgr. W. H. Treloar, Coml. Mgr.	Eldon W. Wallace, Prog. Dir. R. W. Palmer, Prom. Mgr. G. H. Brozek, Chief Engr.	Walker Capitol UP
MIDLAND	WMDN 1948	1490 250	Rich Publ. House Inc. 124 S. McDonald St. 4000		Philip T. Rich, Pres. Walt Gaines, Gen. Coml. & Prom. Mgr.	Don Gehring, Prog. Dir. Peter Wolfe, Chief Engr.	Lang-Worth AP

YOU MIGHT BOX FOR 110 ROUNDS*—

BUT . . .

YOU COULDN'T FIGHT THROUGH THE RING AROUND WESTERN MICHIGAN

If you want to win in Western Michigan, you'll have to consider the "wall of fading" that surrounds that area—that stops satisfactory reception of "outside" stations. Unless you're using stations *inside* the wall, you're just not OK—you're KO !

When it comes to *inside* stations, you can project our ratings and discover that WJEF and WKZO give you nearly 23% more listeners in Kalamazoo and Grand Rapids than any other two-station combination available. What's more, BMB audience figures will convince you that WJEF-WKZO do an *even more impressive* job in the rural areas of Western Michigan. Then, finally, "Radio Rates" will prove that the combination rate on WJEF-WKZO is *the best bargain in our area . . .*

Get the facts, and you'll never again try to cover Western Michigan with *any* stations except WJEF-WKZO ! Write—or ask Avery-Knodel, Inc.

* *Andy Bower and Jack Burke fought 110 rounds in 7 hrs., 19 min. on April 6, 1893, in New Orleans.*

AVERY-KNODEL, INC.
Exclusive National Representatives

WKZO
first IN KALAMAZOO
and GREATER WESTERN MICHIGAN
(CBS)

WJEF
first IN GRAND RAPIDS
AND KENT COUNTY
(CBS)

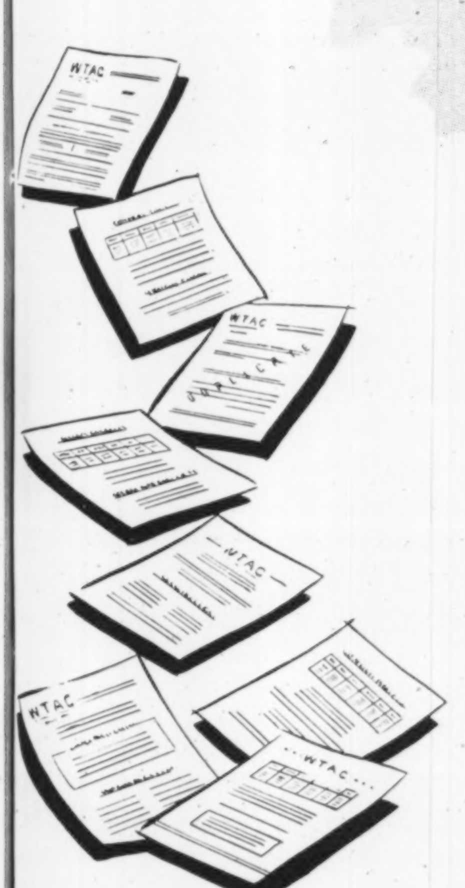
BOTH OWNED AND OPERATED BY FETZER BROADCASTING CO.

NO NBC CONTRACT IS COMPLETE WITHOUT

WTAC

FLINT

. . . in the Nation's 62nd city*



That's correct . . . No NBC contract is complete without WTAC, Flint. This is why: Flint is the nation's 62nd city. WTAC is its only NBC outlet. But WTAC on 600 KC also blasts an NBC "most-listened-to" signal in populous, wealthy East Central Michigan where over a million people live. Where over $200,000,000 is spent annually in retail sales.

NBC top network shows year-in year-out attract the largest number of listeners, and WTAC is proud to be an NBC affiliate delivering these programs to its 300,000 radio homes. Interwoven, however, with these excellent shows, is the long-experienced programming of Trendle-Campbell, creators of the Lone Ranger-Green Hornet successful air-vertising. When you buy network or spot advertising on WTAC, you know programming is right, acceptance and responsive audience is a proven, tested fact.

Industrial America lies within WTAC's primary coverage area. More automobiles are manufactured in Flint than anywhere else, except Detroit. Every Buick and Chevrolet is born in Flint. The effective buying income in WTAC's primary area is over a *BILLION DOLLARS.*

Paul Raymer Company can give you the full details.

1000 WATTS DAY

500 WATTS NIGHT

WTAC
FLINT, MICHIGAN

TRENDLE-CAMPBELL BROADCASTING CORP., STROH BLDG.
740 SOUTH SAGINAW STREET
Paul H. Raymer, Representative

FLINT, MICH.
600 KC

DIRECTORY OF STANDARD BROADCASTING STATIONS OF THE UNITED STATES

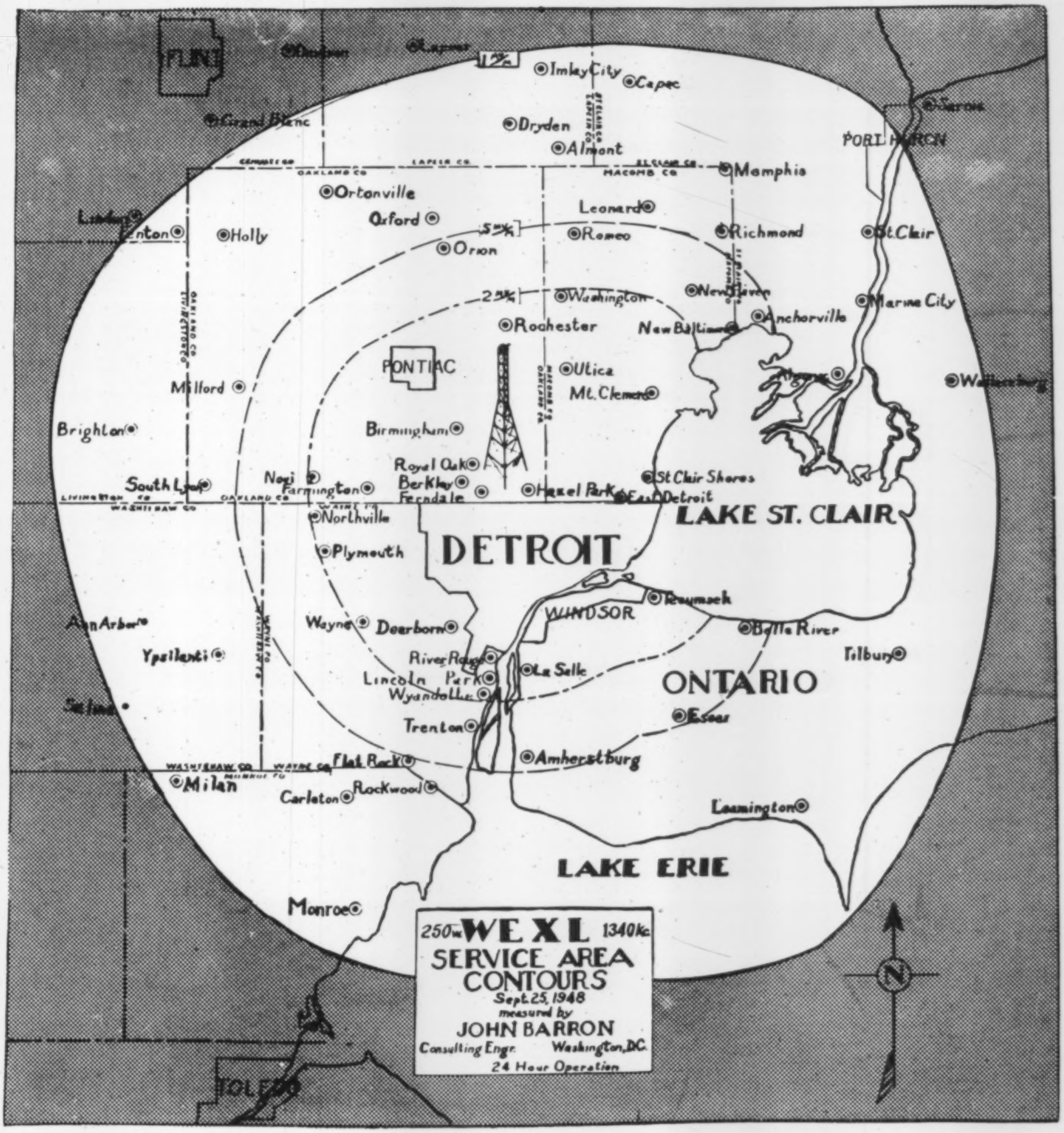
**—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. SH—Specified Hours. U—Unlimited. CP—Construction Permit Issued*
LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.
(Data corrected to December 6, 1948)

MICHIGAN (Continued)

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel		Representatives Transc. Library News Service
MUSKEGON	WKBZ 1926	850 1,000	Ashbacker Radio Corp. 432 Apple Ave. 2-6051	ABC Wolverine	Grant F. Ashbacker, Pres., Gen. & Coml. Mgr. Robert Quinn, Prog. Dir.	Kenneth B. Pendleton, Chief Engr.	Burn-Smith Standard UP
MUSKEGON	WKNK (Construction permit)	1600 1,000-D	N-K Bctsg. Co. 268 Market St.		Nicholas William Kuris and Steven Klaud Garcia, Co-partners		
MUSKEGON	WMUS 1947	1090 1,000-D	Greater Muskegon Broadcasters Inc. 1769 Peck St. 2-7608		William C. Wester, Pres. & Coml. Mgr.	B. L. Bennett, Gen. & Prom. Mgr., Prog. Dir. George Krivitsky, Chief Engr.	Holman Associated, Capitol UP
OWOSSO	WOAP 1948	1080 250-D	Argus Press Co. Owosso 980	......	J. E. Campbell, Pres. M. H. Wirth, Gen. & Coml. Mgr.	Robert Cessna, Prog. Dir. & Prom. Mgr. Maynard Carson, Chief Engr.	McGillvra Standard AP
PETOSKEY	WMBN 1948	1340 250	Midwestern Bcstg. Co. Petoskey 3633	MBS KBS Paul Bunyan Wolverine	Les Biederman, Pres. Ralph Pierson, Mgr.	Merten Carter, Coml. Mgr. Max Anspaugh, Prog. Dir. Wm. H. Kiker, Chief Engr.	Holman AP
PONTIAC	WCAR 1940	1130 1,000-D	WCAR, Inc. Riker Bldg. 7141		H. Y. Levinson, Gen. Mgr.		Pearson SESAC Standard INS
PORT HURON	WHLS 1938	1450 250	Port Huron Bcstg. Co. 932 Military St. 23151	MBS KBS	Harmon LeRoy & Herman LeRoy Stevens, Partners Helen Nelson, Gen. Mgr.	Robert J. McIntosh, Coml. Mgr. Lyle Patterson, Prog. Dir. Leslie Conant, Chief Engr.	Holman Lang-Worth, Standard World UP
PORT HURON	WTTH 1947	1360 1,000-D	Times Herald Co. 903 Sixth St. 5171	......	Louis A. Weil, Pres. F. Granger Weil, Exec. V.P.	Alice Anderson, Prog. Dir. Marion Stoner, Chief Engr.	McGeehan & O'Mara Associated, Capitol, Standard AP
ROGERS CITY	WHAK (Construction permit)	960 1,000-D	Rogers City Bcstg. Co. 150 W. Michigan Ave.		Alfred Klann, Pres.		
ROYAL OAK	WEXL 1923	1340 250	Royal Oak Bcstg. Co. 212 West Sixth St. Jordan 4-6524	......	George B. Hartrick, Pres. Jacob B. Sparks, Gen. Mgr. Calvert M. Hill, Coml. & Prom. Mgr.	Gordon A. Sparks, Prog. Dir. Garnet G. Sparks, Chief Engr.	Standard Associated AP, INS
SAGINAW	WKNX 1947	1210 1,000-D	Lake Huron Bcstg. Co. 221 S. Washington 3-4471	Wolverine	O. J. Kelchner, Partner & Gen. Mgr. W. J. Edwards, Partner & Coml. Mgr.	Ernest T. Guy, Prog. Dir., Prom. Mgr. Max W. Thomas, Chief Engr.	Holman Associated Lang-Worth UP
SAGINAW	WSAM 1940	1400 250	Saginaw Bcstg. Co. Radio Bldg. 2-8161	NBC	Milton L. Greenebaum, Pres. & Gen. Mgr. Robert W. Phillips, Coml. Mgr.	Jack D. Parker, Prog. Dir. Meredith Koerner, Chief Engr.	Headley-Reed Standard AP
SAULT STE. MARIE	WSOO 1940	1230 250-LS 100-N	Hiawathaland Bcstg. Co. 107 W. Portage Ave. 3000	ABC Michigan	Stanley R. Pratt, Pres. & Gen. Mgr. Richard Y. Burnett, Sta. Mgr. Russell J. Staffield, Coml. Mgr.	Ray Ulbrich, Prog. Dir. Ed Kreiger, Prom. Mgr. William Morris, Chief Engr.	AP
TRAVERSE CITY	WTCM 1941	1400 250	Midwestern Bcstg. Co. Paul Bunyan Bldg. 1150	MBS KBS Paul Bunyan Wolverine	Les Biederman, Pres. & Gen. Mgr. R. E. Detwiler, Coml. Mgr.	Ken Haven, Prog. Dir. Wm. H. Kiker, Chief Engr.	Holman Lang-Worth AP

MINNESOTA

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel		Representatives Transc. Library News Service
ALBERT LEA	KATE 1937	1450 250	Albert Lea-Austin Broadcasting Co. 332 S. Broadway 2338	ABC	Bennett O. Knudson, Pres. James J. Delmont, Gen. & Coml. Mgr. Danny E. Gilbert, Prog. Dir.	Lee Meredith, Prom. Mgr. Larry Lawson, Chief Engr.	Pearson Bulmer & Johnson Capitol UP
AUSTIN	KAUS 1948	1480 1,000	Cedar Valley Bcstg. Co. 405A N. Main St. 8836	MBS	Harry M. Smith, Pres. L. L. McCurnin, Gen. & Coml. Mgr.	Ray Skaran, Prog. Dir. & Prom. Mgr. Glen Klein, Chief Engr.	Lorenzen & Thompson World AP
BEMIDJI	KBUN 1946	1450 250	Butler Bcstg. Co. 419½ Beltrami Ave. 1900	MBS	Edward W. Butler, Pres., Gen. & Coml. Mgr. Gwenyth G. Butler, Prog. Dir.	Denvy Doty, Chief Engr.	Walker Lang-Worth UP
BRAINERD	KLIZ 1946	1400 250	Brainerd Bcstg. Co. 2700 E. Oak St. 1400	MBS	E. Thomas O'Brien, Pres. & Genl. Mgr. Raymond E. Schwartz, Coml. Mgr. Lucille G. Grosse, Prog. Dir.	M. C. Gorham, Prom. Mgr. A. L. Vandersluis, Chief Engr.	Walker Standard AP
BRECKENRIDGE	KBMW 1948	1450 250	Interstate Bcstg. Corp. 519 Dakota Ave. Wahpeton, N. D. 527	....	K. E. Bower, Pres. & Gen. Mgr. V. E. Baumgartner, Asst. Mgr. & Chief Engr.	Donn Dwyer, Prog. Dir.	Standard Thesaurus UP


FLINT
Davison
Lapeer
Imlay City
Capac
Grand Blanc
Dryden
Almont
Sarnia
PORT HURON
GENESEE CO
LAPEER CO
ST. CLAIR CO
OAKLAND CO
MACOMB CO
Memphis
Ortonville
Oxford
Leonard
Linden
Fenton
Holly
Orion
5 mv/m
Romeo
Richmond
St. Clair
25 mv/m
Washington
New Haven
Marine City
Rochester
New Baltimore
Anchorville
PONTIAC
Utica
Mt. Clemens
Algonac
Wallaceburg
Milford
Brighton
Birmingham
Royal Oak
Berkley
Ferndale
Hazel Park
St Clair Shores
East Detroit
South Lyon
Novi
Farmington
LIVINGSTON CO
WASHTENAW CO
WAYNE CO
LAKE ST. CLAIR
Northville
Plymouth
DETROIT
Tecumseh
WINDSOR
Ann Arbor
Wayne
Dearborn
Belle River
Ypsilanti
River Rouge
Tilbury
Lincoln Park
La Salle
ONTARIO
Wyandotte
Saline
Trenton
Essex
Flat Rock
Amherstburg
MONROE CO
Milan
Rockwood
Carleton
Leamington
LAKE ERIE
Monroe
N
TOLEDO

250w **WEXL** 1340kc
SERVICE AREA
CONTOURS
Sept. 25, 1948
measured by
JOHN BARRON
Consulting Engr. Washington, D.C.
24 Hour Operation

WEXL—PRIMARY COVERAGE—819,950 MICHIGAN HOMES MORE THAN HALF THE TOTAL RADIO HOMES IN THE STATE

Further Proof That You Do Not Have Adequate Coverage In The DETROIT Area Unless You Are On

WEXL

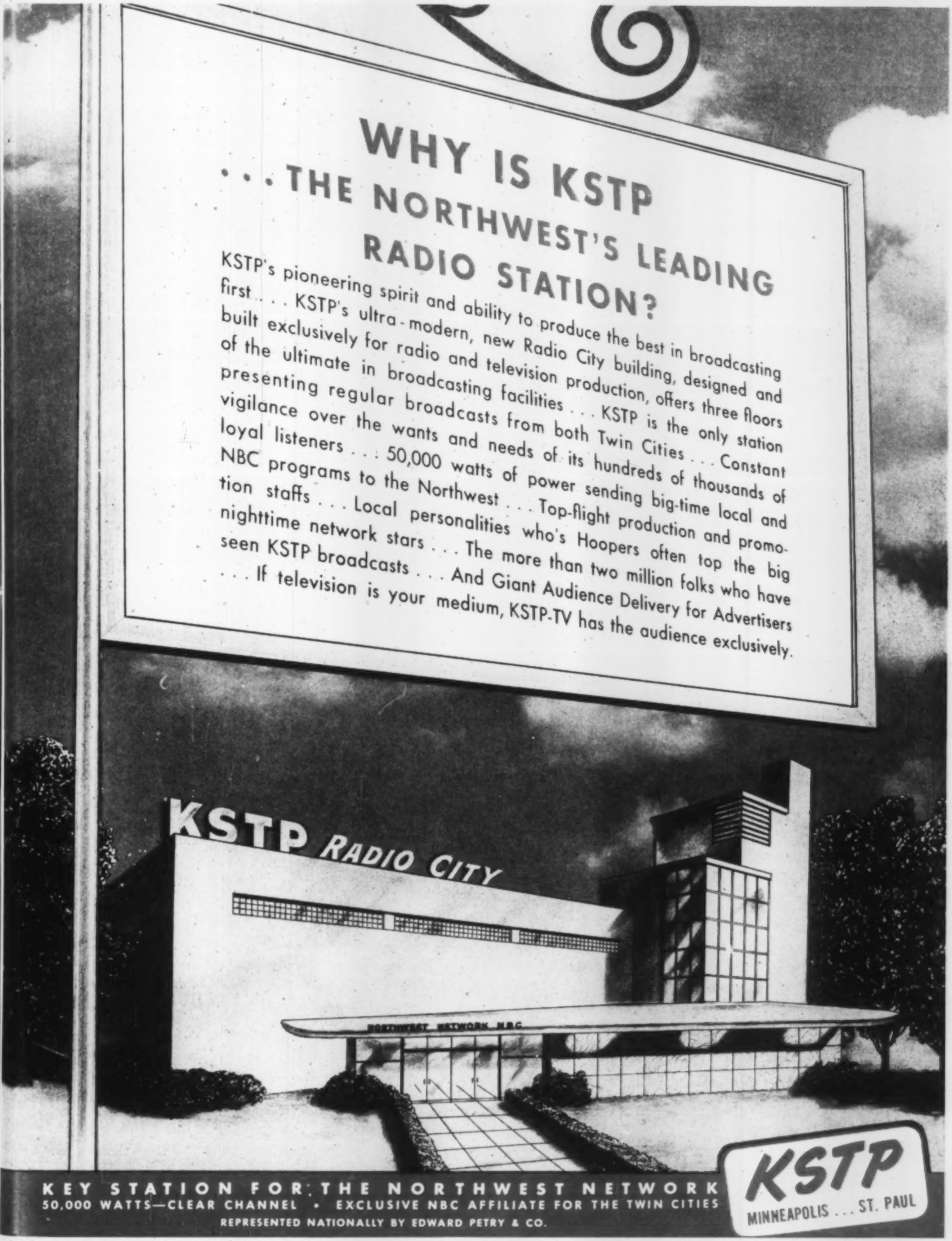
ROYAL OAK, MICH.

PHONE DETROIT — JORDAN 4-6524

Represented nationally by the Friedenberg Agency, Inc.

MINNESOTA (Continued)

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel		Representatives Transc. Library News Service
CROOKSTON	**KROX** 1948	1050 1,000-D	Crookston Bcstg Co. Eagles Bldg. 1050	....	D. A. McKenzie, Pres. Don Keith Van Velzer, Gen. Mgr.	Evelyn Baustian, Coml. Mgr. & Prog. Dir. William J. Keiwel, Chief Engr.	Thesaurus Lang-Worth UP
DULUTH	**KDAL** 1936	610 5,000	Red River Broadcasting Co., Inc. Bradley Bldg. Melrose 2628	CBS	Dalton Le Masurier, Pres. & Gen. Mgr. Odin Ramsland, Coml. Mgr. Richard Lawrence, Prog. Dir.	Leigh Kamman, Prom. Mgr. Robert Dettman, Chief Engr.	Avery-Knodel Lang-Worth AP
DULUTH 2	**WEBC** 1924	1320 5,000	Head of the Lakes Broadcasting Co. Melrose 2873	NBC Arrowhead Northwest	Morgan Murphy, Pres. W. C. Bridges, Gen. Mgr. H. E. Westmoreland, Dir. of Ops.	W. E. Conner, Prog. Dir. L. G. Anderson, Prom. Mgr. Norman Gill, Chief Engr.	Hollingbery Associated Thesaurus UP
DULUTH 2	**WREX** 1947	1080 10,000-LS 5,000-N	Lake Superior Bcstg. Co. 213 E. Superior St. Melrose 2911	MBS	Thomas McCabe, Pres. James R. King, V. P., Gen. & Coml. Mgr.	Rolf M. Erickson, Dir. of Ops. Don Graham, Prom. Mgr. Wm. Lounsberry, Chief Engr.	Weed World UP
ELY	**WXLT** 1948	1450 250	Charles W. Ingersoll Box 450 226	......	Charles W. Ingersoll, Pres. & Gen. Mgr.		Walker MacGregor UP
EVELETH	**WEVE** 1947	1340 250	Ridson Inc. Park Hotel 4451	ABC	Robert Ridder, Pres. Carl Bloomquist, Gen. Mgr.	Elden Soberg, Coml. Mgr. Mel Lasky, Chief Engr.	Lang-Worth
FAIRMONT	KSUM (Construction permit)	1370 1,000	Fairmont Bcstg. Co. 103 S. North Ave.				
FARIBAULT	KDHL 1948	920 1,000	Lee-Smith Bcstg. Co. 213 Central Ave. 2312	......	Herbert H. Lee Palmer Dragsten } Partners John E. Hyde Jr.	Herbert H. Lee, Gen. Mgr. Palmer Dragsten, Coml. Mgr. Jergen Nash, Prog. Dir. John E. Hyde Jr., Chief Engr.	Walker Standard AP
FERGUS FALLS	**KGDE** 1926	1230 250	Fergus Radio Corp. Fergus Falls 3986	MBS	Harold L. Dell, Pres., Asst. Mgr. & Coml. Mgr. Don L. Albertson, Gen. Mgr.	Harold E. Allen, Chief Engr.	Walker AP
GRAND RAPIDS	**KBZY** 1948	1490 250	Itasca Broadcasting Co. Grand Rapids 198	MBS Arrowhead	Robert D. Kennedy, Ownr. & Gen. Mgr. Richard L. Bishop, Coml. Mgr.	Ross A. Fessenmeyer, Chief Engr.	Lang-Worth UP
HIBBING	**WMFG** 1935	1240 250	Head of the Lakes Broadcasting Co. 1150	NBC Arrowhead	Walter C. Bridges, Gen. Mgr. Oscar H. Peterson, Coml. Mgr.	Ruth E. Coe, Prog. Dir. & Prom. Mgr. Norman Gill, Chief Engr.	Hollingbery Bulmer & Johnson Associated SESAC UP
MANKATO	**KYSM** 1938	1230 250	F. B. Clements & Co. 101 N. Second St. 4673	NBC Northwest	John F. Meagher, Gen. & Coml. Mgr. Bob Gardner, Prog. Dir.	Jim Houts, Chief Engr.	Pearson Thesaurus Lang-Worth UP
MARSHALL	**KMHL** 1947	1400 250	Harry Willard Linder KMHL Bldg. 2282	MBS	Harry W. Linder, Owner Gilmore F. Frayseth, Mgr. & Coml. Mgr.	Homer Lane, Prog. Dir. H. Willard Linder, Tech. Dir.	Pearson UP
MINNEAPOLIS ...... **(St. Paul)**	**KEYD** 1948	1440 5,000-D	Family Bcstg. Corp. 15 N. 9th St. Lincoln 8451		Lee L. Whiting, Gen. Mgr. Harold A. Winther, Sales Mgr.		Standard SESAC
MINNEAPOLIS 14.... **(St. Paul)**	**KSTP** 1928	1500 50,000	KSTP Inc. 3415 University Ave. Minneapolis 14 St. Paul—Prior 2717	NBC Northwest	Stanley E. Hubbard, Pres. & Gen. Mgr. K. M. Hance, V. P. & Treas. Miller C. Robertson, Sales Mgr.	C. Brooks Henderson, Prod. Supvr. John McMahon, Acting Joe Cook, Prom. Mgr. Chief Engr.	Petry Lang-Worth World Thesaurus Standard AP, UP
MINNEAPOLIS ...... **(St. Paul)**	*KTIS (Construction permit)	900 1,000-D	Northwestern Theological Seminary & Bible Training School 20 S. 11th St.		Dr. William Graham, Pres. T. O. Jorgenson, Chief Engr.	Loren F. Bridges, Dir. of Radio	UP
MINNEAPOLIS 14 ... **(St. Paul)**	*KUOM 1921	770 5,000-D ST-WCAL	U. of Minnesota Minneapolis Main 8177	......	Burton Paulu, Mgr. Ruth Swanson, Actg. Mgr.	Berten Holmberg, Chief Engr.	AP
MINNEAPOLIS 2 .... **(St. Paul)**	**WCCO** 1924	830 50,000	Columbia Bcstg. System Inc. 625 2nd Ave. S. Main 1202	CBS	Frank Stanton, (CBS) Pres. Merle S. Jones, Gen. Mgr. Al Harding, Coml. Mgr. Gene Wilkey, Prog. Dir.	Tony Moe, Prom. Mgr. J. J. Beloungy, Chief Engr.	Radio Sales Lang-Worth AP, UP
MINNEAPOLIS 1 .... **(St. Paul)**	**WDGY** 1923	1130 5,000-LS 500-N L-Albuquerque CP-50,000-LS 25,000-N	Twin Cities Bcstg. Corp. Hotel Nicollet Bridgeport 2271	......	James Stuart, Pres. Melvin Drake, V. P. and Sta. Mgr. Robert W. Owens, Sales Mgr.	B. Kendall Crane, Prog. Dir. Charles W. Winkler, Chief Engr.	Avery-Knodel Capitol Standard AP
MINNEAPOLIS 3 .... **(St. Paul)**	**WLOL** 1940	1330 5,000	Independent Merchants Bcstg. Co 1730 Hennepin Ave. Atlantic 0406	MBS	Ralph L. Atlass, Ownr. Norman Boggs, Pres. & Gen. Mgr. C. T. Hagman, Exec. V.P. & Coml. Mgr.	Jack Swenson, Prog. Dir. & Prom. Mgr.	Blair UP
MINNEAPOLIS 2 .... **(St. Paul)**	**WMIN** 1936	1400 250	WMIN Bcstg. Co. Hamm Bldg., St. Paul Garfield 1361	......	Frank M. Devaney, Gen. & Coml. Mgr. Helen B. Conelly, Prom. Mgr.	Warren B. Fritze, Chief Engr.	Forjoe Associated AP



WHY IS KSTP ... THE NORTHWEST'S LEADING RADIO STATION?

KSTP's pioneering spirit and ability to produce the best in broadcasting first . . . KSTP's ultra-modern, new Radio City building, designed and built exclusively for radio and television production, offers three floors of the ultimate in broadcasting facilities . . . KSTP is the only station presenting regular broadcasts from both Twin Cities . . . Constant vigilance over the wants and needs of its hundreds of thousands of loyal listeners . . . 50,000 watts of power sending big-time local and NBC programs to the Northwest . . . Top-flight production and promotion staffs . . . Local personalities who's Hoopers often top the big nighttime network stars . . . The more than two million folks who have seen KSTP broadcasts . . . And Giant Audience Delivery for Advertisers . . . If television is your medium, KSTP-TV has the audience exclusively.

KEY STATION FOR THE NORTHWEST NETWORK
50,000 WATTS—CLEAR CHANNEL • EXCLUSIVE NBC AFFILIATE FOR THE TWIN CITIES
REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

KSTP
MINNEAPOLIS . . . ST. PAUL

MINNESOTA (Continued)

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel		Representatives Transc. Library News Service
MINNEAPOLIS 4 .... **(St. Paul)**	WTCN 1934	1280 5,000-LS 1,000-N	Minnesota Bcstg. Corp. Wesley Temple Bldg. Main 6562	ABC Dairyland	Robert Ridder, Pres. F. Van Konynenburg, Gen. Mgr. R. N. Ekstrum, Coml. Mgr.	Judy Bryson, Prog. Dir. C. J. Rian, Prom. Mgr. John M. Sherman, Tech. Dir.	Free & Peters Capitol. Associated AP, UP
MOORHEAD	KVOX 1937	1340 250	KVOX Bcstg. Co. 818 Center Ave. 3-1523	MBS	E. J. McKellar, Pres. & Coml. Mgr M. M. Marget, Gen. Mgr.	Dale Howard, Prog. Dir. Don Geiken, Chief Engr.	Walker Capitol UP
NEW ULM		860 1,000-D (Construction permit)	Brown County Journal Inc. 303 N. Minnesota St.				
NORTHFIELD	*WCAL	770 5,000-D ST-KUOM	St. Olaf College Northfield 770	......	Milford Jensen, Ops. Dir. David Johnson, Prog. Dir.	Martin Hegland, Prom. Dir. M. C. Jenson, Chief Engr.	AP
RED WING	KAAA	1250 1,000-D (Construction permit)	Red Wing Bcstg. Co. 3½ South Broadway, Room 10 Rochester, Minn.		Fred C. Clarke, Pres.		
ROCHESTER	KLER 1948	970 500-LS 1,000-N	Rochester Bcstg. Co. 229 First Ave., S. W.	ABC	Alice P. Mayo, Pres. & Gen. Mgr. Robert Fick, Coml. Mgr.	Robert Bouchier, Prog. Dir. Boynton Hageman, Chief Engr.	Young Associated UP
ROCHESTER	KROC 1935	1340 250	Southern Minnesota Bcstg. Co. 100 First Ave. Bldg. 3924	NBC Northwest	Mrs. Gregory P. Gentling, Pres. G David Gentling, Gen. Walter Bruzek, Coml. & Prom. Mgr.	Cal Smith, Prog. Dir. Robert Cross, Chief Engr.	Pearson World UP
ST. CLOUD	KFAM 1938	1450 250	Times Publishing Co Weber Bldg. 3330	NBC Northwest	Fred Schilpin, Pres. & Gen. Mgr. John F. Green, Coml. Mgr.	Avis Russell, Prog. Dir. Robert Witschen, Chief Engr.	Thesaurus Lang-Worth AP
STILLWATER		1220 250-D (Construction permit)	St. Croix Bcstg. Co. P. O. Box 64		Alvin Tedesco, Pres.		
THIEF RIVER FALLS	KTRF 1947	1230 250	Henry K. Arneson Thief River Falls 13	KBS	Henry K. Arneson, Pres. & Gen. Mgr. Al Christofferson, Coml. Mgr.	Thomas E. Speer, Prog. Dir. Henry J. Bothman, Chief Engr.	Walker Thesaurus, SESAC UP
VIRGINIA	WHLB 1936	1400 250	Head of the Lakes Bcstg. Co. 17th St. & 6th Ave. S. 2000	NBC Northwest Arrowhead	Morgan C. Murphy, Pres. Walter C. Bridges, Gen. Mgr. Arthur F. Nelson, Res. Mgr.	Alice Mae McBride, Prog. Dir. Bob Mattson, Prom. Mgr. Norman Gill, Chief Engr.	Hollingbery Associated
WADENA	KWAD 1948	920 1,000	Associated Bcstrs., Inc. First Natl Bk. Bldg. 920	......	C. V. Phillips, Pres. H. G. Alexander, Gen. Mgr. Carl E. Holt, Coml. Mgr.	Esther Marie Hosterman, Prog. Dir. H. G. Alexander, Chief Engr.	McGeehan & O'Mara Bulmer & Johnson Cole, Capitol UP
WILLMAR	KWLM 1940	1340 250	Lakeland Bcstg. Co. Willmar 1340	ABC Dairyland	H. W. Linder, Pres. & Gen. Mgr.	Jack Lynch, Prog. Dir. H. Willard Linder, Chief Engr.	Pearson Cole UP
WINONA	KWNO 1938	1230 250	Winona Radio Service 216 Center St. 3314	ABC Dairyland	Maxwell H. White, Pres. Ken Marsh, Gen. Mgr.	Doris Cooper, Prog. Dir. Stanley Johnson, Chief Engr.	Pearson World AP
WORTHINGTON	KWOA 1947	730 1,000-D	Worthington Bcstg. Co. Thompson Hotel 2-7301	......	R. W. Olson, Pres. Wallace E. Stone, Gen. Mgr.	Frank W. Endersbe, Prog. Dir. Clinton W. Knapp, Chief Engr.	Bulmer & Johnson Lang-Worth UP

MISSISSIPPI

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel		Representatives Transc. Library News Service
BILOXI	WLOX 1948	1490 250	WLOX Bcstg. Co. Buena Vista Hotel 683	MBS	J. S. Love, Exec. V.P. Gene Tibbett, Gen. & Prom. Mgr. Carl Upchurch, Coml. Mgr.	Hugh Smith, Prog. Dir. T. B. Majure, Chief Engr.	Rambeau Standard UP
BILOXI	WVMI	570 1,000-D (Construction permit)	Radio Associates	......	James H. McKee Odes S. Robinson G. E. Holmes } Partners		
BROOKHAVEN	WJMB 1948	1340 250	Brookhaven Bcstg. Co. P.O. Box 115 1298		Tullius Brady, Gen. & Coml. Mgr. Chuck Allen, Prog. Dir. & Prom. Mgr.	Tom Pharris, Chief Engr.	Continental Lang-Worth, World AP
CLARKSDALE	WROX 1944	1450 250	Birney Imes Estate Birney Imes Jr. (Executor) 1566	MBS KBS	Birney Imes Jr., Pres. Bob McRaney, Gen. Mgr. P. B. Hinman, Station Mgr.	Howard Gurney, Sales Mgr. Helen Sugg, Prog. Dir. Frank M. Dodge, Chief Engr.	Sears & Ayer AP
COLUMBIA	WCJU 1947	1450 250	WCJU Inc. 513 S. Main St. 755	MBS KBS Rebel	Lester Williams, Gen. Mgr. Chas. E. Newman Jr., Asst. Mgr. & Prog. Dir.	Ray Tolar, Chief Engr.	World AP
COLUMBUS	WCBI 1940	1340 250	Birney Imes Jr. Gilmer Hotel 1313	MBS KBS Mid South	Birney Imes, Pres. Bob McRaney, Gen. Mgr. J. W. Eatherton, Coml. Mgr.	Herb Taylor, Prog. Dir. Bob McRaney, Prom. Mgr. Thos. McFerrin, Chief Engr.	Sears & Ayers AP
CORINTH 1	WCMA 1946	1230 250	The Corinth Bcstg. Co. Inc. Ray Bldg. 1166	MBS Dixie	Aaron B. Robinson, Pres. & Gen. Mgr. John E. Bell, Coml. Mgr. William McLain, Prog. Dir.	Joe Van Dyke, Prom. Mgr. W. M. Essary, Chief Engr.	Burn-Smith World UP

*—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. SH—Specified Hours. U—Unlimited. CP—Construction Permit Issued
LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.
(Data corrected to December 6, 1948)

MISSISSIPPI (Continued)

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel		Representatives Transc. Library News Service
GREENVILLE	WJPR 1939	1340 250	Radio Services Co. 107 S. Poplar St. 2434	MBS KBS	Emmet H. McMurry, Gen. Mgr. Frank W. Baldwin, Coml. Mgr. Paul Artman, Prog. Dir.	Eddie Guss, Prom. Mgr. Percy Kuhn, Chief Engr.	Sears & Ayer Associated, Capitol AP
GREENVILLE	WGVM 1948	1260 1,000-D	David M. Segal 316 Washington Ave.		David M. Segal, Owner & Gen. Mgr. Merle Stein, Station Mgr.	Welton Jetton, Chief Engr.	UP
GREENWOOD	WGRM 1938	1240 250	P. K. Ewing	NBC KBS	P. K. Ewing, Pres. F. C. Ewing, Gen. Mgr. Van Power, Coml. Mgr.	Grace Harris, Prog. Dir. Louis Pierce, Chief Engr.	Lang-Worth AP
GRENADA	WNAG (Construction	1490 250 permit)	Birney Imes, Jr. 803 Second Ave., S. Columbus, Miss.		Birney Imes Jr., Pres.		
GULFPORT	WGCM 1929	1240 250	WGCM Bcstg. Co. Hewes-Martin Bldg. 1110	ABC KBS	Hugh O. Jones, Pres., Gen. & Coml. Mgr. C. E. Vann, Asst. Mgr. & Prog. Dir.	Marc Leon, Prom. Mgr. Donovan Murphy, Chief Engr.	Sears & Ayer World AP
HATTIESBURG	WFOR 1926	1400 250	Forrest Bcstg. Co. P. O. Box 312 1866	NBC KBS Rebel	C. J. Wright, Sr., Pres. & Gen. Mgr. H. L. Patterson, Coml. Mgr. E. M. Jenkins, Prog. Dir.	C. J. Wright Jr., Prom. Mgr. B. B. McLemore, Chief Engr.	Hollingbery World Capitol UP
HATTIESBURG	WHSY 1948	1220 250-D	Hub City Bcstg. Co. 920 S. Lawrence St.		Chas. Welmer Holt Marvin Reubin Vernon J. Cheek } Partners		
JACKSON 116	WJDX 1929	1300 5,000-LS 1,000-N	Lamar Life Insurance Co. P. O. Box 2171 2-1183	NBC So. Cent. Rebel	Wiley P. Harris, Gen. Mgr. Frank Gentry, Natl. Coml. Mgr. Maurice Thompson, Coml. Mgr.	Howard Langfett, Prog. Dir. & Prom. Mgr. Percy G. Root, Chief Engr.	Hollingbery Thesaurus, Lang-Worth Capitol MacGregor UP
JACKSON	WJQS 1947	1400 250	Mississippi Broadcasting Co. Edwards Hotel 3-9681	CBS Miss.	Withers Gavin, Pres. & Gen. Mgr.		Standard AP
JACKSON	WJXN 1945	1450 250	Ewing Bcstg. Co. 200 E. Capitol St. 4-8871	......	P. K. Ewing Jr., F. C. Ewing & M. M. Ewing—Owners		Lang-Worth Standard AP
JACKSON	WRBC 1947	620 5,000-LS 1,000-N	Rebel Bcstg. Co. Inc. Box 986 3-9641	MBS	John Cleghorn, Gen. Mgr. J. W. Carlier, Sales & Prom. Mgr.	Forrest Cox, Prog. Dir. G. G. Benson, Chief Engr.	Branham Associated INS
JACKSON 114	WSLI 1938	930 5,000	Standard Life Bcstg. Co. P. O. Box 1847 3-2788	ABC	C. H. Russell, Pres. L. M. Sepaugh, Gen. Mgr. F. E. Wilkerson Jr., Coml. Mgr.	B. K. Smith, Prog. Dir. M. B. Wray, Prom. Mgr. C. A. Perkins, Chief Engr.	Weed World AP
KOSCIUSKO	WKOZ 1947	1340 250	Cy N. Bahakel 109 W. Jefferson St. 782	KBS	Cy N. Bahakel, Pres., Gen. Mgr.	Melvin C. Lee, Coml. Mgr.	World AP
LAUREL	WAML 1932	1340 250	New Laurel Radio Station Inc. 535½ Central Ave. 288	NBC KBS Rebel	D. A. Matison, Pres. Granville Walters, Gen. Mgr. M. M. Caver, Coml. Mgr.	Stanley Walters, Prog. Dir. Ed Breland, Prom. Mgr. Clyne Graves, Chief Engr.	Hollingbery Capitol AP
LAUREL	WLAU 1946	1490 250	Southland Bcstg. Co. 437 N. Magnolia St. 420	MBS	Hugh M. Smith, Gen. Mgr. C. H. Leggett, Coml. Mgr. David Kane, Prog. Dir.	W. E. Jones, Prom. Mgr. Ed Pierce, Chief Engr.	UP
MACON	WMBC 1946	1400 250	Mississippi Broadcasting Co. Hotel Thomas Jefferson 310	Miss.	Withers Gavin, Pres. & Gen. Mgr.		Standard AP
McCOMB	WAPF 1948	1010 250-D	Southwestern Broadcasting Co. of Miss. P. O. Box [illegible]04 1884	KBS	Kenneth H. Quin, Gen. Mgr. Wyllard G. Stone, Sales Mgr.	Paul Simpkins, Prog. Dir. Phillip D. Brady, Chief Engr.	Lang-Worth UP
McCOMB	WSKB 1937	1250 5,000-LS 500-N	McComb Bcstg. Corp. P. O. Box 111 37	Miss.	George Blumenstock, Pres. & Gen. Mgr. Jack Evans Jones, Coml. Mgr.	Julia Blumenstock, Prog. Dir. Chas. S. Palmer, Prom. Mgr. Robt. Louis Sanders, Chief Engr.	Gene Grant Associated Capitol AP
MERIDIAN	WCOC 1927	910 5,000-LS 1,000-N	Mississippi Broadcasting Co. Threefoot Bldg. 1042	CBS Miss.	Withers Gavin, Pres. & Gen. Mgr.	Mrs. Withers Gavin, Prog. Dir.	Standard UP
MERIDIAN	WMOX 1946	1240 250	Birney Imes Jr. WMOX Bldg. 495	MBS KBS Mid South	Birney Imes Jr., Ownr. Jerry Kerns, Gen. & Prom. Mgr. Joe Carson, Coml. Mgr.	Mary Fane Collins, Prog. Dir. Al Botmarik, Chief Engr.	Sears & Ayer World AP
MERIDIAN	WTOK 1946	1450 250	Meridian Broadcasting Co. Citizens Natl. Bk. Bldg. 5070	ABC Rebel	Robert F. Wright, Pres. & Gen. Mgr. Wm. B. Crooks, Coml. Mgr.	Frank Holifield, Prog. Dir. Joe H. Saxon, Chief Engr.	Headley-Reed Lang-Worth INS
NATCHEZ	WMIS 1941	1240 250	Natchez Bcstg. Co. 615 Main St. 580	NBC KBS Louisiana	P. K. Ewing, Pres. P. K. Ewing Jr., Gen. & Prom. Mgr. Paul Schilling, Coml. Mgr.	Wilna Nichols, Prog. Dir. George W. Wilson, Chief Engr.	Lang-Worth AP
PHILADELPHIA	WHOC 1948	1490 250	William Howard Cole Philadelphia 740	KBS	William Howard Cole, Licensee W. C. DeHority, Gen. & Coml. Mgr.	James A. Sparks, Prog. Dir. F. H. Frantz, Chief Engr.	Cole, World UP

DIRECTORY OF STANDARD BROADCASTING STATIONS OF THE UNITED STATES

**—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. SH—Specified Hours. U—Unlimited. CP—Construction Permit Issued*
LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.
(Data corrected to December 6, 1948)

MISSISSIPPI (Continued)

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel		Representatives Transc. Library News Service
STARKVILLE	WACR (Construction	1050 250-D permit)	Miss. Bcstg. Co. Inc. Starkville	Miss.	Withers Gavin, Pres. & Gen. Mgr.		
STARKVILLE	WSSO 1948	1230 250	Starkville Bcstg. Co. WWSO Bldg. 1230	Mid-South	Joe Phillips Grady Imes J. P. Hartness C. C. Hollinshead Partners	Joe Phillips, Gen. Mgr. Bob Whitely, Coml. Mgr. & Prog. Dir.	Capitol AP
TUPELO	WELO 1944	1490 250	Birney Imes, Jr. WELO Bldg. 1400	MBS KBS Mid South	Birney Imes Jr., Ownr. Bob McRaney, Gen. Mgr. Bob Evans, Mgr.	Reeves Whirley, Coml. Mgr. Gene Gratz, Prog. Dir. LeRoy Green, Chief Engr.	Sears & Ayer AP
VICKSBURG	WQBC 1931	1420 1,000-LS 500-N	Delta Bcstg. Co. Inc. Hotel Vicksburg 312	MBS KBS	L. P. Cashman, Pres. Mary-Van Cashman, Gen. Mgr. L. L. Miller, Coml. Mgr.	Charlotte Kahn, Prog. Dir. C. E. Drake, Chief Engr.	Sears & Ayer World AP
VICKSBURG	WVIM 1948	1490 250	Ewing Broadcasting Co. 705 Clay St. 1928	Miss.	P. K. Ewing Jr., F. C. Ewing & M. M. Ewing—Partners P. K. Ewing Jr., Gen. Mgr.	W. F. Smith Jr., Coml. Mgr. Charles Bobb, Prog. Dir. W. A. Lewis, Chief Engr.	Lang-Worth AP
WEST POINT	WROB 1947	1450 250	Bob McRaney Sr. WROB Bldg. 807	MBS KBS Mid South	Bob McRaney, Ownr. Ed McRaney, Gen. Mgr.	W. D. Sneed, Coml. & Prom. Mgr., Chief Engr. Jack King, Prog. Dir.	Sears & Ayer AP
YAZOO CITY	WAZF 1947	1230 250	Yazoo Bcstg. Co. 321 Main St. 1040	KBS Mid-South	Guy Corley, Gen. & Coml. Mgr. Bob Novak, Prog. Dir.	Don Flinspach, Chief Engr.	World AP

MISSOURI

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel		Representatives Transc. Library News Service
CAPE GIRARDEAU	KFVS 1925	960 1,000-LS 500-N	Oscar C. Hirsch 324 Broadway 2104	MBS	Oscar C. Hirsch, Pres. & Chief Engr. Ralph L. Hirsch, Coml. Mgr.		Pearson UP
CARTHAGE	KDMO 1947	1490 250	Carthage Bcstg. Co. 1201 E. Chestnut St. 2648	KBS	Lloyd C. McKenney, Gen. Mgr. John J. Daly, Coml. Mgr.	Leon H. Crocker, Prog. Mgr. Phil Hannum, Cont. Chief. J. P. Langford, Chief Engr.	CMC Service Thesaurus Capitol AP
CLAYTON (ST. LOUIS 5)	*KFUO 1924	850 5,000 SH	Evangelical Lutheran Synod 801 De Mun Ave. Delmar 3030	......	Rev. Herman Hohenstein, Dir. William C. Krato, Business Mgr.	Edward S. Schoenleber, Music Dir. Albert H. Weise, Chief Engr.	World UP
CLAYTON (ST. LOUIS 5)	KXLW 1947	1320 1,000-D	St. Louis County Broadcasting Co. 8135 Forsythe Blvd. Delmar 1320	......	Guy Runnion, Pres. & Gen. Mgr. Leslie P. Ware, Sales Mgr.	Blaine Cornwell, Prog. Dir. Wallace St. Vrain, Chief Engr.	Forjoe Lang-Worth AP, UP
COLUMBIA	KFRU 1925	1400 250	KFRU Inc. 13 S. 8th St. 4141	ABC	Mahlon R. Aldridge, Jr., Gen. Mgr. & Prom. Mgr. F. J. LeGrand, Coml. Mgr.	Harold Douglas, Prog. Dir. Robert Haigh, Chief Engr.	Blair Lang-Worth AP
FARMINGTON	KREI 1947	1350 1,000-D	Cecil W. Roberts Box 270 710	KBS	Cecil W. Roberts, Owner Mary Burton, Mgr. & Prog. Mgr.	Kermit Barker, Chief Engr.	Lang-Worth AP
FLAT RIVER	KFMO 1947	1240 250	Lead Belt Bcstg. Co. Flat River 1000	Mid-South	Oscar C. Hirsch, Pres. & Gen. Mgr. James F. Collins, Coml. & Prom. Mgr.	Virginia Collins, Prog. Dir.	Pearson Cole UP
HANNIBAL	KHMO 1941	1070 5,000-LS 1,000-N	Courier-Post Publishing Co. 102½ S. Main St. 3450	MBS	E. L. Sparks, Secy-Treas. Wayne W. Cribb, Gen. & Prom. Mgr. R. A. Conner, Coml. Mgr.	Paul McClelland, Prog. Dir. Ben Parrish, Chief Engr.	Pearson Lang-Worth AP
INDEPENDENCE	KIMO 1947	1510 1,000-D	The Blue Valley Co. 310 N. Osage Clifton 7321	......	Craig Seigfred, Gen. Mgr. F. E. Fowler, Bus. Mgr.	L. E. Ryan, Chief Engr.	Lorenzen & Thompson Capitol AP
JEFFERSON CITY	KWOS 1937	1240 250	Capital Bcstg. Co 210 Monroe St. 4000	MBS KBS	R. C. Goshorn, Pres. Catherine Roer, Gen. Mgr. & Prog. Dir.	Leroy S. Hackmann, Chief Engr.	Sears & Ayer Lang-Worth AP
JOPLIN	KFSB 1948	1310 5,000-LS 1,000-N	Four States Bcstrs Inc. 1027 Main St. 1310	......	Harry Easley, Pres. W. H. Clark, Gen. Mgr.	Ray P. Arvin, Prog. Dir. Ralph E. Meador, Chief Engr.	Standard Lang-Worth UP
JOPLIN	KSWM 1946	1230 250	Air Time Inc. Hotel Connor 7260	CBS	Austin A. Harrison, Pres., Gen. & Coml. Mgr.	Noel Ball, Prog. Dir.	Rambeau World UP
JOPLIN	WMBH 1927	1450 250	Joplin Bcstg. Co. Frisco Bldg. 330	MBS	D. J. Poyner, Pres., Gen. Mgr. Charlotte Tapanna, Prog. Dir.	David Blair, Prom. Mgr. Richard Meek, Chief Engr.	Sears & Ayer Lang-Worth Standard AP
KANSAS CITY 6	KCKN 1925	1340 250	KCKN Bcstg. Co. 300 Walltower Bldg. Victor 3864	......	W. A. Bailey, Pres. Ben Ludy, Gen. Mgr. Joe Story, Sales, Mgr.	George Stump, Prod. Mgr. Ellis Attebery, Mgr. Max Williams, Chief Engr.	Capper Standard Lang-Worth AP, UP
KANSAS CITY 6	KCMO 1936	810 50,000-LS 10,000-N	KCMO Bcstg Co. 1515 Commerce Bldg. Baltimore 1234	ABC	T. L. Evans, Pres. E. K. Hartenbower, Gen. & Coml. Mgr. S. B. Tremble, Prog. Dir.	F. C. Strawn, Prom. Mgr. Karl Troeglen, Tech. Dir.	Pearson Thesaurus AP, UP
KANSAS CITY 6	KFRM 1947	550 5,000-D	Midland Bcstg. Co. Pickwick Hotel Harrison 2650	......	Arthur B. Church, Pres. Karl Koerper, V.P. & Mgng. Dir. Sam H. Bennett, V.P.-Sales	Rod Cupp, Prog. Dir. John S. McDermott, Prom. Mgr. Ray Moler, Chief Engr.	Free & Peters Associated World AP, UP

One of The Nation's Great Independents

WIL

ST. LOUIS

Now DELIVERING

5,000

WATTS

FULL TIME

— to One of The Midwest's Most IMPORTANT Markets

SERVICE TO THE GREATER ST. LOUIS AREA FOR OVER QUARTER OF A CENTURY

POWER!

—Where it counts Most!

WIL
5,000 WATTS
FULL TIME
1430 KILOCYCLES

REPRESENTED BY

WM. G. RAMBEAU CO.

NEW YORK — CHICAGO — LOS ANGELES — SAN FRANCISCO

WIL-FM
97.3 MEGS.
CHANNEL 247
FIRST IN ST. LOUIS

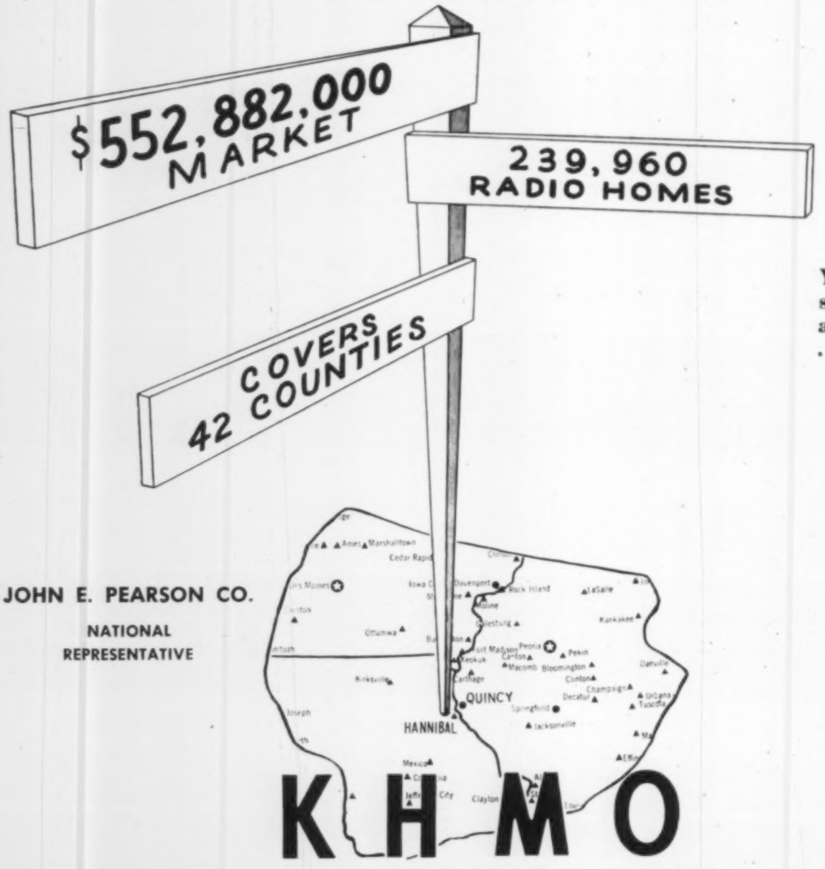
DIRECTORY OF STANDARD BROADCASTING STATIONS OF THE UNITED STATES

**—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. SH—Specified Hours. U—Unlimited. CP—Construction Permit Issued. LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.*

(Data corrected to December 6, 1948)

MISSOURI (Continued)

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel		Representatives Transc. Library News Service
KANSAS CITY 6	KMBC 1922	980 5,000	Midland Bcstg. Co. Pickwick Hotel Harrison 2650	CBS	Arthur B. Church, Pres. Karl Koerper, V. P. & Mgng. Dir. Rod Cupp, Prog. Dir.	John S. McDermott, Prog. Dir. Ray Moler, Chief Engr.	Free & Peters World Associated AP, UP
KANSAS CITY 17	WDAF 1922	610 5,000	The Kansas City Star Co. 1729 Grand Ave. Harrison 1200	NBC	Roy A. Roberts, Pres. Deane Fitzer, Gen. Mgr. E. Manne Russo, Coml. Mgr.	Harry J. Kaufmann, Prog. Dir. Joseph Flaherty, Chief Engr.	Petry Standard AP
KANSAS CITY	WHB 1922	710 10,000-LS 5,000-N	WHB Broadcasting Co. Scarritt Bldg. Harrison 1161	MBS	Donal Dwight Davis, Pres. & Coml. Mgr. John T. Schilling, Gen. Mgr. John F. Cash, V.P.	Richard C. Smith, Prog. Dir. Mori Greiner, Prom. Mgr. Henry E. Goldenberg, Chief Engr.	Blair Lang-Worth Associated AP
KENNETT	KBOA 1947	830 1,000-D	Kennett Bcstg. Corp. Kennett 830	......	Paul C. Jones, Pres. & Gen. Mgr. Ray Van Hooser, Prog. Dir. Joe Bankhead, Prom. Mgr.	Robert H. Conner, Chief Engr.	Standard SESAC AP
KIRKSVILLE	KIRX 1947	1450 250	North Missouri Bcstg. Co. KIRX Bldg. 86	......	Sam A. Burk, Chief Owner, Gen. Mgr. R. R. Canaday, Coml. Mgr.	Lee Jones, Prog. Dir. Leon Brauhn, Chief Engr.	Capitol Standard AP
LEBANON	KLWT 1948	1230 250	Lebanon Bcstg. Co. Heuer Bldg.	......			
MARSHALL	KMMO (Construction permit)	1300 500-D	Missouri Valley Bcstg. Co.				
MEXICO	KXEO 1948	1340 250	Audrain Bcstg. Corp. P. O. Box 260	MBS	John Badaracco, Pres. P. H. Cunningham, Gen. Mgr.	Marge Studer, Prog. Dir. R. A. Bevier, Chief Engr.	Pearson Capitol AP
POPLAR BLUFF	KWOC 1938	1340 250	McCarthy-Wolpers KWOC Bldg. 3922	MBS KBS Mid-South	A. L. McCarthy, Pres. Wm. R. Tedrick, Gen. & Coml. Mgr.	Byron Kearbey Jr., Prog. Dir. John A. Theis, Prom. Mgr. Don Lidenton, Chief Engr.	Pearson SESAC AP
ROLLA	KTTR 1947	1490 250	"Show-Me" Bcstg. Co. P. O. Box 567 380	KBS	Luther W. Martin, Pres. & Gen. Mgr. Mary Kay Montalto, Prog. Dir.	Martin M. Mitchum, Chief Engr.	SESAC Capitol AP


$552,882,000
MARKET
239,960
RADIO HOMES
COVERS
42 COUNTIES
Ames
Marshalltown
Cedar Rapids
Des Moines
Davenport
Rock Island
LaSalle
Ottumwa
Kewanee
Galesburg
Keokuk
Peoria
Pekin
Canton
Macomb
Bloomington
Kirksville
Carthage
Clinton
Champaign
Danville
Decatur
Urbana
QUINCY
Springfield
Jacksonville
HANNIBAL
Mexico
Clayton
KHMO

JOHN E. PEARSON CO.
NATIONAL
REPRESENTATIVE

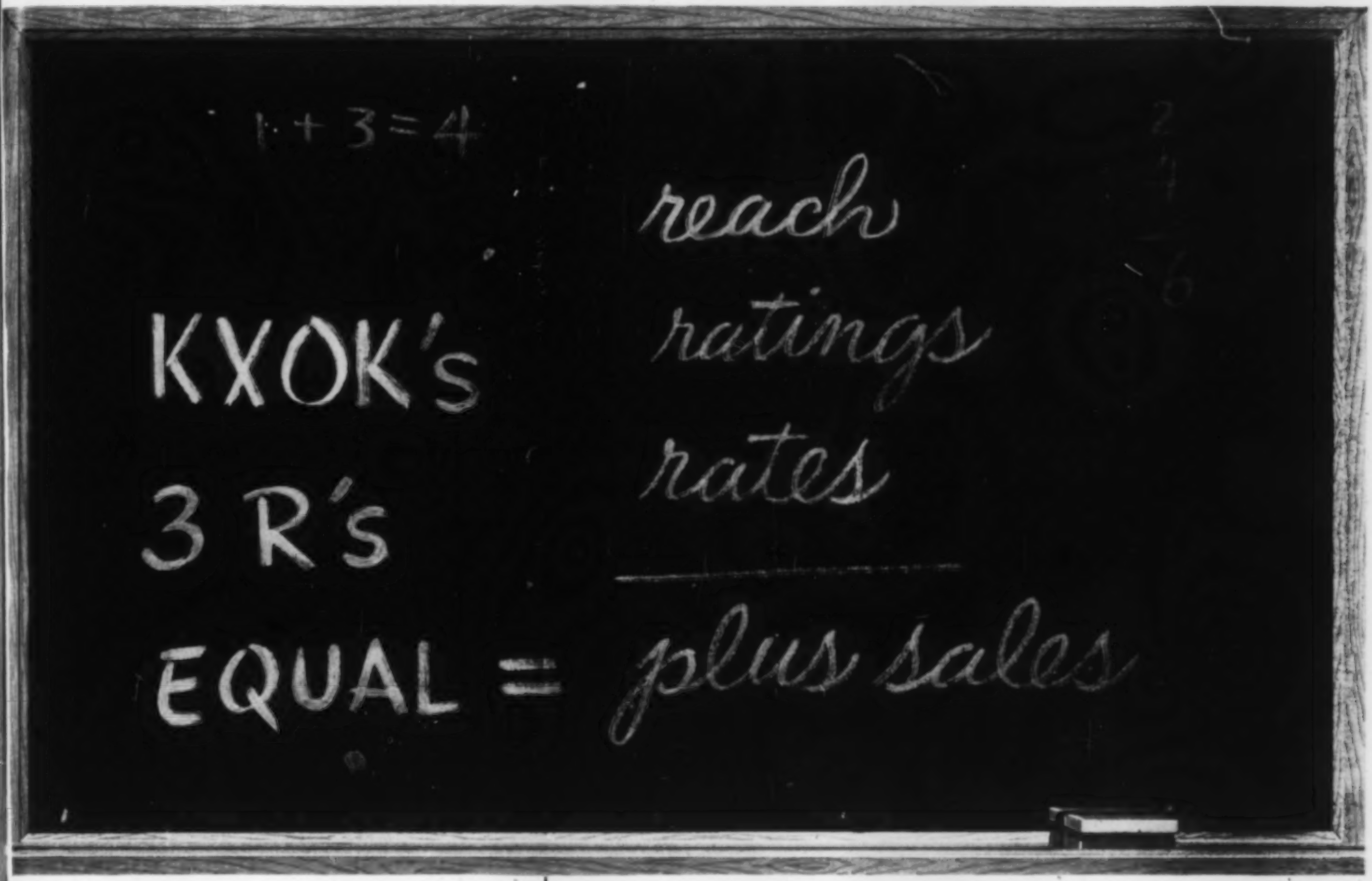
5,000 WATTS
1070 KC
1000 Watts at Night

Yes, over a HALF BILLION DOLLARS in retail sales are spent annually in KHMO's coverage area. And KHMO, alone, can sell sales for you . . . at the lowest cost per thousand families.

KHMO's friendly programming has made its 5000 watts a welcome voice in its booming 42 county tri-state area . . . a daily voice that constantly sells your merchandise to a loyal-responsive 239,960 radio families. KHMO completely blankets Hannibal, Mo. and Quincy, Ill. day and night. Any Pearson man has the story.

MUTUAL NETWORK
FOR HANNIBAL AND QUINCY

WAYNE W. CRIBB
General Manager



R REACH
R RATINGS
R RATES

Check the 3 R's
...REACH (BMB)...RATES...RATINGS (Hooper)
...check our John Blair representative today
...you'll check KXOK
as your number one buy in "St. Louis-land."

Readin'

about Reach in the BMB coverage story makes good readin' ...115 counties, daytime...98 counties, nighttime. Also a coincidental survey* in the thirty prosperous counties immediately surrounding big St. Louis shows that KXOK alone delivers 22.1% of the listening audience morning, noon and night.

*conducted by Edw. G. Doody & Co.... 109,000 completed calls.

Ritin'

about KXOK Hooper Ratings is fun for they reflect KXOK's steadily increasing growth. Audience increases month after month make KXOK a progressively better and better buy.

'Rithmetic

readily proves that the advertiser with "KXOK low-in-St. Louis rates" gets more Hooper...plus more coverage...per dollar on KXOK.

KXOK

ST. LOUIS' ABC AFFILIATE • CHESTNUT 3700

630 KC • 5,000 WATTS • FULL TIME

Owned and operated by St. Louis Star-Times

DIRECTORY OF STANDARD BROADCASTING STATIONS OF THE UNITED STATES

**—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. SH—Specified Hours. U—Unlimited. CP—Construction Permit Issued*
LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.
(Data corrected to December 6, 1948)

MISSOURI (Continued)

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel		Representativ Transc. Libra News Servic
ST. GENEVIEVE ...	KSGM 1947	1450 250	The Donze Co. P.O. Box 352 580	KBS	Elmer L. Donze, Pres. & Gen. Mgr. Norbert B. Donze, Coml. Mgr. C. M. Poindexter, Prog. Dir.	Donald M. Donze, Prom. Mgr. Muriel L. Rose, Chief Engr.	Lang-Worth UP
ST. JOSEPH 7	KFEQ 1923	680 5,000	KFEQ Inc. KFEQ Bldg. 4-0813	MBS	Barton Pitts, Gen. Mgr. Glenn G. Griswold, Coml. Mgr. R. Thompson Mabie, Prog. Dir.	J. Ted Branson, Prom. Mgr. J. Wesley Koch, Chief Engr.	Headley Ree Capitol UP
ST. JOSEPH	KRES 1946	1230 250	Missouri Valley Broadcasting Inc. 113 S. 7th St. 4-6346	......	Basil L. Kaufmann, Pres. & Gen. Mgr. Steve Fischer, Station Mgr.	Ken Goodding, Asst. Mgr. & Prog. Dir. Charles Weissmann, Chief Engr.	McGeehan & Omara Standard AP
ST. LOUIS 2	KMOX 1925	1120 50,000	Columbia Broadcasting System Inc. 401 S. 12th St. Central 8240	CBS	Frank Stanton (CBS) Pres. Wendell B. Campbell, Gen. Mgr. Carter Ringlep, Coml. Mgr.	T. A. Bland, Prog. Dir. Albert Gredell, Prom. Mgr. Harry Harvey, Chief Engr.	Radio Sales Lang-Worth Associated AP, UP
ST. LOUIS 1	KSD 1922	550 5,000	Pulitzer Publishing Co. 1111 Olive St. Main 1111	NBC	Joseph Pulitzer, Pres. George M. Burbach, Gen. Mgr.		
ST. LOUIS	KSTL 1948	690 1,000-D	Radio St. Louis American Hotel Main 0600	......	Frank E. Pellegrin, Pres. & Gen. Mgr. R. L. Stufflebam, Sales Mgr.	John R. Fleet, Chief Engr.	Lorenzen & Thompso Standard UP
ST. LOUIS 8	KWK 1927	1380 5,000	Thomas Patrick Inc. Hotel Chase Rosedale 3210	MBS	Robert T. Convey, Pres. Ray E. Dady, V.P. & Sta. Dir. V. E. Carmichael, V.P. & Coml. Mgr.	John W. Tinnea, Asst. Sta. Dir. Russell C. Kaiser, Prog. Dir. Nick J. Zehr, Chief Engr.	Raymer World UP
ST. LOUIS 1	KXOK 1938	630 5,000	Star-Times Publishing Co. 12th & Delmar Blvds. Chestnut 3700	ABC	Elzey Roberts, Pres. C. L. Thomas, Gen. Mgr. V. N. Springate, Dir. of Sales	E. G. Muschany, Prod. Mgr. Foster Brown, Prom. Mgr. Arthur F. Rekart, Chief Engr.	Blair Standard Associated AP, UP, IN Reuters
ST. LOUIS 8	WEW 1922	770 1,000-D	St. Louis U. 3642 Lindell Blvd. Franklin 5665	......	Very Rev. Patrick J. Holloran, S. J. Pres. St. Louis Univ. Nicholas Pagliara, Gen. Mgr. Leonard Frankel, Coml. Mgr.	Don Lochner, Prog. Dir. Robert Kirven, Prom. Mgr. Joseph A. Volk, Chief Engr.	Pearson World Standard Lang-Worth INS
ST. LOUIS 8	WIL 1922	1430 5,000	Missouri Bcstg. Corp. Melbourne Hotel Jefferson 8403	......	L. A. Benson, Pres. C. W. Benson, V.P. & Gen. Mgr Neil Norman, Prog. Dir.	Mel Kampe, Prom. Mgr. Edward Goodberlet, Chief Engr.	Rambeau Standard Lang-Wort McGregor AP
SEDALIA	KDRO 1939	1490 250	Milton J. Hinlein 2100 W. Broadway 4004	MBS KBS	Milton J. Hanlein, owner & Prom. Mgr. Herbert W. Brandes, Gen. Mgr. & Prog. Dir.	Leman E. Jones, Chief Engr. Harry Trotman, Sales Mgr.	Forjoe UP
SIKESTON	KSIM 1948	1400 250	Sikeston Community Broadcasting Co. Hwy. # 60 # 1	......	H. C. Young, Gen. Mgr.	Ralph Hirsch, Chief Engr.	AP
SPRINGFIELD	KGBX 1926	1260 5,000	Springfield Bcstg. Co. 602 St. Louis St. 3-3200	NBC	Keith G. Wells, Pres. J. Gordon Wardell, Gen. & Coml. Mgr. Carl Fox, Prog. Dir.	Dudley Morris, Prom. Mgr. E. Dennis White, Chief Engr.	Hollingber Thesaurus AP
SPRINGFIELD	KICK (Construction permit)	1340 250	Kickapoo Prairie Bcstg. Co. Springfield	......	Floyd W. Jones, Pres.		
SPRINGFIELD 4.....	KTTS 1942	1400 250	Independent Bcstg. Co. Chamber of Commerce Bldg. 4303	CBS MBS	J. H. G. Cooper, Pres. G. Pearson Ward, Gen. & Prom. Mgr. Bob Burke, Coml. Mgr.	Wendel Smith, Prog. Dir. William F. Curry, Chief Engr.	Sears & Ay World AP
SPRINGFIELD 4	KWTO 1933	560 5,000-LS 1,000-N	Ozarks Bcstg. Co. 606 St. Louis St. 3-2800	ABC	R. D. Foster, Pres. & Gen. Mgr. Leslie L. Kennon, Coml. Mgr.	Bill Ring, Prog. Dir. Jean Lightfoot, Prom. Mgr. Fritz Baur, Chief Engr.	Pearson Lang-Worth UP
WARRENTON	KWRE (Construction Permit)	730 250-D	W. T. Zimmerman, Warrenton		W. T. Zimmerman, Owner & Gen. Mgr.		UP
WEST PLAINS	KWPM 1947	1450 250	Robert Neathery E. Abe Taylor Blvd. 700	KBS Mid-South	Robert Neathery, Pres. Fritze Dixon, Coml. Mgr.	Nola Langston, Prog. Dir.	Standard AP

MORE POWER

Now ... **5000 WATTS** *both day and* **NIGHT** *on* **550 KC** ... *the most desirable spot on the dial* ... *to provide a* **THREE BILLION DOLLAR MARKET** *of* **THREE MILLION POPULATION** *for nighttime advertisers*

AFFILIATED STATIONS:

KSD-TV

AND

KSD-FM

KSD

THE ST. LOUIS POST-DISPATCH STATION

NBC Network • Associated Press News

National Advertising Representatives: **FREE & PETERS, INC.**

DIRECTORY OF STANDARD BROADCASTING STATIONS OF THE UNITED STATES

**—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. SH—Specified Hours. U—Unlimited. CP—Construction Permit Issued*
LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.

(Data corrected to December 6, 1948)

MONTANA

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel		Representatives Transc. Library News Service
ANACONDA	KANA 1946	1230 250	Mosby's Inc. P. O. Box 727 136	......	A. J. Mosby, Pres. Herb Chittick, Gen. Mgr.	George Wenstrom, Prog. Dir. Bill Rhodes, Chief Engr.	Hollingbery Lang-Worth UP
BILLINGS	KBMY 1946	1240 250	Billings Bcstg. Co. Box 2124 3838	MBS KBS Intermn'tain	Don C. Foote, Pres. Franz J. Robischon, Gen. Mgr. Ken Nybo, Coml. Mgr.	Charles Du Bois, Prog. Dir. Fred Nelson, Prom. Mgr. Theodore Hildebrand, Chief Engr.	Avery-Knodel Lang-Worth AP
BILLINGS	KGHL 1928	790 5,000	Northwestern Auto Supply Co. 5th & North Broadway 2222	NBC	C. O. Campbell, Pres. Ed. Yocum, Gen. Mgr. M. V. Braunberger, Sta. Mgr. & Prog. Dir.	Jeff A. Kiichli, Chief Engr.	Katz Thesaurus World Standard SESAC UP
BOZEMAN	KXLQ 1939	1450 250	KRBM Broadcasters Inc. Bozeman 1420	NBC Z-Bar	Ernest A. Neath, Pres. & Gen. Mgr. J. Ray Bridges, Coml. Mgr.	Homer Stenersen, Prog. Dir. Mark Cockrill, Prom. Mgr. Duane Parker, Chief Engr.	Walker Lang-Worth UP
BUTTE	KBOW 1947	1490 250	Copper City Radio Co. 720 Yale Ave. 7429	CBS KBS	Frank Reardon, Pres. & Coml. Mgr. Hal Engebreston, Gen. Mgr. & Prog. Dir.	Betty Burgman, Prom. Mgr. Bert Davis, Chief Engr.	Cooke Gene Grant SESAC, Capitol UP
BUTTE	KOPR 1948	550 1,000	Copper Bcstg. Co. Hotel Fin'an 6546	ABC	Frank C. Carman, Pres. Ed. Cooney, Gen. Mgr. Milo J. Petersen, Coml. Mgr.	William Plummer, Prog. Dir. Bill Carroll, Prom. Mgr. James Skidmore, Chief Engr.	Hollingbery World UP
BUTTE	KYES (Construction permit)	610 1,000	Treasure State Broadcasting Co.	......			
BUTTE	KXLF 1929	1370 5,000	KGIR Inc. Box 1956 2-2344	NBC KBS Z-Bar	E. B. Craney, Pres. Arne E. Anzjon, Gen. Mgr. & Prog. Dir.	George Weber, Coml. & Prom. Mgr. W. J. Provis, Chief Engr.	Walker Lang-Worth MacGregor UP
GLENDIVE	KXGN 1948	1400 250	Lewis Wiles Moore 314 McDougal St. 122	......	Lewis W. Moore, Pres. Harry A. Sievers, Gen. Mgr. & Chief Engr.	Ruth Pomeroy, Prog. Dir.	Capitol UP
GREAT FALLS	KFBB 1922	1310 5,000	Buttrey Bcst. Inc. First Nat'l Bank Bldg. 4377	CBS	Fred Birch, Pres. J. P. Wilkins, Gen. & Coml. Mgr.	W. J. Towner, Prog. Dir. Wilbur Myhre, Chief Engr.	Weed World UP
GREAT FALLS	KGFM (Construction permit)	1150 5,000	Mosby's Inc.	......			
GREAT FALLS	KMON 1948	560 5,000	Montana Farmer Broadcasting Corp. Tribune Bldg. 4382	MBS Intermountain	Robert H. Warner, Gen. Mgr.		Avery Knodel Thesaurus AP
GREAT FALLS	KXLK 1947	1400 250	Great Falls Bcstg. Co. Park Hotel 2-2453	NBC Z-Bar	J. R. Larcombe, Pres. K. O. MacPherson, Gen. Mgr. Betty Schmidt, Prog. Dir.	Ralph Mifflin, Chief Engr.	Walker Lang-Worth UP
HAVRE	KAVR 1946	1240 250	KAVR Inc. P.O. Box 672 1240	KBS	Jessica L. Longston, Pres. C. V. Zaser, V.P.	Larry Gordon, Gen. Coml. Mgr. & Prog. Dir. Sal Fulchino, Chief Engr.	Grant World UP
HAVRE	KOJM 1947	730 1,000-D	North Montana Broadcasting Co. Inc. Box 70 1096	......	Dr. F. W. Aubin, Pres. Ed. Lovelace, Gen. Mgr. Bill Murphy, Coml. Mgr.	George Bauer, Chief Engr.	Friedenberg Associated, Standard MacGregor, SESAC UP
HELENA	...... (Construction permit)	1340 250	Lewis & Clark Bcstg. Corp. Box 592	......	Lee Metcalf, Pres.		
HELENA	KXLJ 1937	1240 250	Peoples Forum of the Air 1306 11th Ave. 1240	NBC Z-Bar	Paul A. Hatton, Gen. Mgr. Henry Beyers, Coml. Mgr.	Art Wong, Prog. Dir. Al Plachta, Prom. Mgr. Edward Goodreau, Chief Engr.	Lang-Worth UP
KALISPELL	KGEZ 1927	1340 250	Donald C. Treloar 203 First Ave. E. 332	......	Donald C. Treolar, Pres. Maurice J. Driscoll, Gen. Mgr.	W. H. Patterson, Chief Engr.	World MacGregor AP
LEWISTON	KXLO 1947	1230 250	Capital Bcstg. Co. Box 620 1210	......	George Bennitt, Pres. Lee S. Belding, Sta. Prog. & Prom Mgr.	Robert Z. Grey, Coml. Mgr. R. W. Parker, Chief Engr.	Friedenberg Standard World AP

The Formula For Coverage

POWER
+ FREQUENCY
+ CONDUCTIVITY

POWER	**5000 W.**	No station in Montana or Wyoming has greater power than KGHL.
FREQUENCY	**790 kc.**	KGHL is the only NBC station in Montana and Wyoming with a frequency under 1200 kc.
CONDUCTIVITY	**FAVORABLE**	The KGHL signal encounters less soil resistance than any other regional channel station in Montana.
COVERAGE	**MAXIMUM**	No other station can match KGHL's coverage* of Montana and Northern Wyoming. **KGHL Primary Area** ***Population** .... 326,777 **Retail Sales** ...... $ 224,033,000 **Radio Homes** ..... 79,641 Source: Katz Research Bureau

KGHL

THE DOMINANT STATION
in MONTANA and NORTHERN WYOMING

Represented by THE KATZ AGENCY

DIRECTORY OF STANDARD BROADCASTING STATIONS OF THE UNITED STATES

**—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. SH—Specified Hours. U—Unlimited. CP—Construction Permit Issued LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.*
(Data corrected to December 6, 1948)

MONTANA (Continued)

City	Date Estab. Call Letters	Power (watts) Frequency	Telephone Number Headquarters Address Name of Licensee	Network	Executive Personnel	Executive Personnel	Representatives Transc. Library News Service
LIVINGSTON	KPRK 1947	1340 250	Yellowstone Amusement Co. Box 952 1000	KBS	Paul B. McAdam, Pres. & Gen. Mgr. Jack F. Hinman, Coml. Mgr.	James H. Duncan, Jr., Prog. Dir. Jean Morrison, Prom. Mgr. Norman Penwell, Chief Engr.	Griffith AP
MILES CITY	KRJF 1941	1340 250	Star Printing Co. 13 N. 6th St. 60	MBS KBS Inter-mn'tain	W. F. Flinn, Gen. Mgr. D. E. Tannehill, Coml. Mgr.	Bob Wilson, Prog. Dir. Charles L. Scofield, Chief Engr.	Avery-Knodel World UP
MISSOULA	KGVO 1931	1290 5,000-LS 1,000-N	Mosby's Inc. 132 W. Front St. 2155	CBS	A. J. Mosby, Pres. Marion E. Dixon, Coml. Mgr. & Prom. Mgr.	W. C. Blanchette, Prog. Dir. Laurence Smith, Chief Operator	Hollingbery Lang-Worth Standard MacGregor UP
MISSOULA	KMSU 1948	1400 250	Missoula Radio Assn. 218 N. Higgins 6882	......	R. B. Cummins, Pres. Oakley Coffee, V.P. H. H. Hunt, Secy.	Walter Pope, Treas. N. B. Matthews, Dir.	
MISSOULA	KXLL 1948	1450 250	Western Montana Associates P. O. Box 1503 4144	Z-Net	Pat M. Goodover, Pres. & Mgr., Prog. Dir. Frank X. Field, Coml. Mgr.	Bill Emerson, Prom. Mgr. F. W. E. Smith, Chief Engr.	Walker, Moore UP
SHELBY	KIYI 1947	1230 250	Tri-County Radio Corp. Box 255 560	KBS	John J. Hurley, Pres. Frank Krshka, Gen. Mgr.	Lawrence Wing, Coml. Mgr. & Prog. Dir. Richard C. Velo, Chief Engr.	Grant World UP
SIDNEY	KGCX 1926	1480 5,000-LS 1,000-N	E. E. Krebsbach 109 S. Central Ave. 408	MBS KBS Great N'thrn	E. E. Krebsbach, Pres. & Gen. Mgr. Chas. Christenson, Coml. Mgr.	Mel King, Prog. Dir. Keith Krebsbach, Prom. Mgr. Oscar H. Halvorson, Chief Engr.	Walker Thesaurus AP

Established January 18, 1931

18 YEARS
OF SERVICE
to the people of Western Montana

A PART AND PARCEL OF THE COMMUNITY
LIFE OF THE PEOPLE IN THIS AREA

Let us serve you, too

The ART MOSBY STATIONS
CBS KGVO
5 KW DAY • 1 KW NITE
MISSOULA
KANA • KGFM
ANACONDA BUTTE 250 W
GREAT FALLS 5 KW IN PROGRESS
MONTANA

DIRECTORY OF STANDARD BROADCASTING STATIONS OF THE UNITED STATES

**—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. SH—Specified Hours. U—Unlimited. CP—Construction Permit Issued LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.*

(Data corrected to December 6, 1948)

NEBRASKA

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel		Representatives Transc. Library News Service
ALLIANCE	KALA (Construction permit)	1490 250	Ben J. Swallows 114 East 4th St.	......	Ben J. Swallows, Owner		
ALLIANCE	KCOW (Construction permit)	1400 250	Sandhills Bcstg. Corp. Syndicate Bldg.	......			
COLUMBUS	KJSK 1948	900 1,000-D	George Basil Anderson P.O. Box 460 5154	......	Geo. Basil Anderson, Owner, Mgr. Florence L. Anderson, Prog. Dir.	Harold Hardy, Chief Engr.	Biddick World SESAC AP
FREMONT	KORN 1939	1340 100	Inland Bcstg. Co. 118 E. 5th St. 1060	MBS KBS	John K. Morrison, Pres. Paul R. Fry, V.P. & Gen. Mgr. Wm. H. Baldwin, Sta. & Coml. Mgr.	Roger Lambert, Prog. Dir. Helen Norwood, Prom. Mgr. Percy Ziegler, Chief Engr.	McGeehan & O'Mara Thesaurus AP
GRAND ISLAND	KMMJ 1925	750 1,000 L-WSB	KMMJ Inc. Division & Cedar 703	ABC	Don Searle, Pres. Wick Heath, Gen. Mgr. Bill Martin, Coml. & Prom. Mgr.	Orie Kerwood, Prog. Dir. Norval Larsen, Chief Engr.	Headley-Reed World UP
HASTINGS	KHAS 1940	1230 250	Nebraska Bcstg. Co. Tribune Bldg. 1745	MBS KBS	Fred A. Seaton, Pres. Duane L. Watts, Gen. Mgr.	Warren L. Mowder, Prog. Dir. & Prom. Mgr. Duane B. Allison, Chief Engr.	Pearson Capitol INS
KEARNEY	KGFW 1930	1340 250	Central Neb. Bcstg. Corp. Federal Annex Bldg. 23541	MBS KBS	Lloyd C. Thomas, Pres. E. Anson Thomas, Gen. & Coml. Mgr.	Peg Biber, Prog. Dir. Jack Lewis, Chief Engr.	Capitol UP
LINCOLN	KFAB 1924	1110 50,000	KFAB Bcstg. Co. 620 Farnam Bldg.		**(See Omaha listing)**		
LINCOLN 8	KFOR 1924	1240 250	Cornbelt Bcstg. Corp. Stuart Bldg. 2-6965	ABC	James Stuart, Pres. Harry Peck, Gen. & Coml. Mgr. Albert A. Koenig, Exec. V. P	Jack Huston, Prog. Dir. Lee Knight, Prom. Mgr. C. W. Winkler, Chief Engr	Petry Capitol Standard AP, INS
LINCOLN	KLMS (Construction permit)	1480 1,000	Lincoln Bcstg. Corp. 510 Barkley Bldg.	......			
LINCOLN 8	KOLN 1948	1400 250	Inland Bcstg. Co. 211 Federal Securities Bldg. 2-7218	MBS	John K. Morrison, Pres. Paul R. Fry, V.P. & Gen. Mgr. W. B. Waugh, Sta. Mgr.	Lee Berg, Prog. Dir. Marvin J. Korinek, Chief Engr.	McGeehan & O'Mara Lang-Worth AP
McCOOK	KBRL 1947	1450 250	The McCook Bcstg. Co. J St. & Highway #83 1450	MBS	Wm. J. Cox Leroy W. Lenwell Edward Cooper A. V. Henri Partners Leroy W. Lenwell, Gen. Mgr. & Tech. Dir.	Robert A. Morris, Coml. & Prom. Mgr. Dal Chronicle, Prog. Dir. Paul Leonard, Chief Engr.	Friedenberg Capitol AP
NORFOLK	WJAG 1922	780 1,000 L-WBBM	Huse Pub. Co. 527 Norfolk Ave. 432	......	E. F. Huse, Pres. Art Thomas, Gen. & Coml. Mgr.	Wayne Larson, Prog. Dir. Hollis Francis, Prom. Mgr. Frank Weidenbach, Chief Engr.	Walker AP
NORTH PLATTE	KODY 1930	1240 250	WOW Inc. 1521 W. 12th St. 382	NBC KBS	John J. Gillin, Jr., Pres. John Alexander, Gen. Mgr. Joe di Natale, Local Sales Mgr.	Ed Launer, Prog. Dir. Jerry Wing, Prom. Mgr. H. Jay Blakesley, Chief Engr.	Blair Lang-Worth AP, UP
OMAHA 2	KBON 1942	1490 250	Inland Bcstg. Co. 676 Saunders-Kennedy Bldg. Jackson 8282	MBS	Paul R. Fray, V. P. & Gen. Mgr. R. E. Welna, Sta. Mgr. H. E. Bader, Prog. Mgr.	Joe Baker, Prom. Mgr. Percy Zeigler, Chief Engr.	McGeehan & O'Mara Associated AP
OMAHA 2	KFAB 1924	1110 50,000	KFAB Bcstg. Co. 620 Farnam Bldg. Jackson 3420	CBS	Fred S. Sidles, Pres. Joe W. Seacrest, Chmn. of Bd. Harry Burke, Gen. & Coml. Mgr.	L. A. Miller, Prog. Mgr. Don V. Shoemaker, Prom. Mgr.	Free & Peters Standard SESAC AP, UP
OMAHA 2	KOIL 1925	1290 5,000	Central States Bcstg. Co. Omaha Nat'l Bank Bldg. Jackson 7626	ABC	James Stuart, Pres. Albert A Koenig, Exec. V.P. Wm. J. Newens, Mgr. & V. P Forrest Blair, Sales Mgr.	Virgil Sharpe, Asst. Mgr. & Prog. Dir. Donald Dahlberg, Prom. Mgr. Charles Winkler, Chief Engr.	Petry Standard Capitol AP, INS
OMAHA 2	KOWH 1922	660 500-D	World Publishing Co. Kilpatrick Bldg. Atlantic 2228	......	H. Doorly, Pres. B. C. Corrigan, Gen. & Coml. Mgr.	F. E. Shopen, Chief Engr.	Hollingbery Co Standard World Associated UP

DIRECTORY OF STANDARD BROADCASTING STATIONS OF THE UNITED STATES

**—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. SH—Specified Hours. U—Unlimited. CP—Construction Permit Issued*
LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.
(Data corrected to December 6, 1948)

NEBRASKA (Continued)

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel		Representatives Transc. Library News Service
OMAHA 2	WOW 1923	590 5,000	Radio Station WOW Inc. Insurance Bldg. Webster 3400	NBC	John J. Gillin, Jr., Pres. & Gen. Mgr. Lyle DeMoss, Prog. Dir. Bill Wiseman, Prom. Mgr.	Wm. J. Kotera, Chief Engr. Joseph Herold, Tech. Supvsr.	**Blair Standard Thesaurus SESAC Associated AP, UP**
SCOTTSBLUFF	KNEB 1947	970 1,000-D	Platte Valley Bcstg. Corp. Golden Rule Bldg. 1620	......	John R. Jirdon, Pres. Russ M. Stewart, Gen. Mgr. Byron R. Joachim, Coml. Mgr.	Bill Scharton, Prog. Dir. Bob Hyde, Prom. Mgr. Leslie A. Proctor, Chief Engr.	**Holman Capitol World AP**
SCOTTSBLUFF	KOLT 1930	1320 1,000	Hilliard Co. 1517½ Broadway 856	CBS	L. L. Hilliard, Pres. & Gen. Mgr. Roy Cummings, Coml. Mgr.	Bill Walter, Prog. Dir. Harland Morrison, Chief Engr.	**Lorenzen & Thompson Standard UP**

NEVADA

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel		Representatives Transc. Library News Service
CARSON CITY	KVNC (Construction permit)	1450 250	Ralph Morgali Box 298, Reno, Nev.	......	Ralph Morgali, Pres.		
ELKO	KELK 1948	1340 250	Elko Broadcasting Co.	......			
ELY	KELN (Construction permit)	1230 250	Boulder City Bcstg. Co.	KBS			
LAS VEGAS	KENO 1940	1400 250	Nevada Bcstg. Co. P.O. Box 1310 1400	ABC	Maxwell Kelch, Ownr. & Gen. Mgr. Paul R. Gang, Coml. Mgr.	Leo A. Newsome Jr., Prog. Dir. & Prom. Mgr. James W. Harford, Chief Engr.	**Grant Thesaurus INS**
LAS VEGAS	KLAS 1948	1230 250	Las Vegas Bdcstrs. Inc. Box 1510 4646	CBS	Richard E. Goebel, Gen. Mgr.	Ralph Dow, Chief Engr.	**Gene Grant Cooke Capital UP**
LAS VEGAS	KRAM 1948	920 1,000-D	Boulder City Bcstg. Co. P.O. Box 1712 920	KBS Inter-mountain	Edward J. Jansen, Pres. Truman B. Hinkle, Gen. Mgr. Charlotte Brader, Coml. Mgr.	Carl Paige, Prog. Dir. June Dunn, Prom. Mgr. Fred Young, Chief Engr.	**World UP**
RENO	KATO 1946	1340 250	Sierra Bcstg. Co. P.O. Box 2231 2-4501	MBS Don Lee	Ralph K. Wittenberg, Pres., Chief Engr. Robert L. Stoddard, Gen Mgr.	Tom Magowan, Coml. Mgr.	**Western Radio**
RENO	KOH 1928	630 1,000; CP-5,000	McClatchy Bcstg. Co. 143 Stevenson St. 5106	NBC	Eleanor McClatchy, Pres. Hewitt Kees, Mgr. Eberle T. Shields, Jr., Prog. Mgr.	Wesley Craig, Chief Engr.	**Raymer World UP**
RENO	KOLO 1946	920 1,000	Reno Bcstg. Co. 33 Sierra St. 2-4516	CBS	David McKay, Pres. H. G. Wells, Gen. & Coml. Mgr.	Art Laboe, Prog. Dir. Stanley Jones, Prom. Mgr. Merle Peterson, Chief Engr.	**Holingbery Lang-Worth AP, UP**
RENO	KWRN 1947	1490 250	Reno Newspapers, Inc. Gazette Bldg. 6156	ABC	Merritt C. Speidel, Pres. Merrill Inch, Gen. Mgr. John A. Lang, Coml. Mgr.	Gene Shumate, Prog. Dir. Wilbur Comer, Chief Engr.	**Walker Associated UP**
RENO	KXXL 1947	1230 250	Station KXXL Box 1329 3122	......	Chet L. Gonce, Pres. & Gen. Mgr.		**UP**

NEW HAMPSHIRE

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel		Representatives Transc. Library News Service
BERLIN	WMOU 1946	1230 250	White Mountain Bcstg. Co. 40 Main St. 1797	KBS Granite	Leon Bell, Pres. Charles Holbrooke, Gen. Mgr. Wendal MacKenzie, Prog. Dir.	James Hennessy, Chief Engr.	Associated AP
CLAREMONT	WTSV 1948	1230 250	Granite State Bcstg. Co. 9456	MBS Yankee Granite	William J. Barkley, Pres. W. F. Rust Jr., Gen. Mgr. Ted Sterns, Coml. Mgr.	Dick Hill, Prog. Dir. A. Davis, Chief Engr.	Bolling Lang-Worth
CONCORD	WKXL 1946	1450 250	Hon. Charles M. Dale Eagle Hotel 4180	MBS Yankee	Charles M. Dale, Ownr. & Gen. Mgr. Thomas S. Pingree, Prog. Dir.	George Davis, Chief Engr.	Walker Bannan World AP
KEENE	WKNE 1926	1290 5,000	WKNE Corp. 17 Dunbar St. 2080	CBS	Joseph K. Close, Pres. Robert M. Peebles, Asst. Gen. Mgr.	Sears Larabee, Prom. Mgr. Ernest F. Batchelder Jr., Chief Engr.	Young Thesaurus UP
LACONIA	WLNH 1922	1340 250	Northern Bcstg. Corp. Main St. 2-300	MBS KBS Granite	Warren H. Brewster, Gen. Mgr. Al Maffie, Prog. Dir. & Prom. Dir.	Walter Avery, Chief Engr.	McGeehan & O'Mara Thesaurus AP
MANCHESTER	WFEA 1932	1370 5,000	N. H. Bcstng., Inc. 286 Franklin St. 4656	CBS	Morris Silver, Pres. Arthur I. Rothafel, Gen. Mgr. Warren H. Journay, Prog. Dir.	William Leahy, Prom. Mgr. Reginald Schow, Chief Engr.	Young Lang-Worth Thesaurus AP
MANCHESTER	WKBR 1946	1240 250	Granite State Bcstg. Co. 155 Front St. 9456	MBS Yankee Granite	William J. Barkley, Pres. W. F. Rust Jr., Gen. Mgr. Ralph Gottlelb, Coml. Mgr.	Norman Bailey, Prog. Dir. William Carlisle, Prom. Mgr. Roy Phillips, Chief Engr.	Bolling Standard Capitol UP

WOW-*Land* is a *BIG* Market ....!

Total Population	3,445,100
Families	946,200

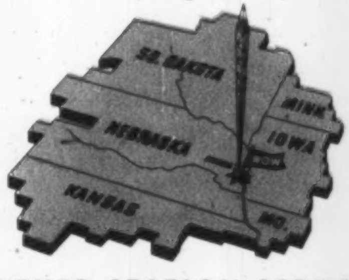
WOW-*Land* is a *Quality* Market . !

1947 Retail Sales . . .	$3,056,288,000
Grocery Sales . . .	$ 700,524,000
Drug Sales . . .	$ 102,535,000
1947 Effective Buying Income . . .	$4,792,195,000
Average Net Effective Buying Income Per Family . . .	$ 4,348

WOW-*Land* is a *Rich FARM* Market!

1947 Net Farm Income . . .	$1,975,951,000
Average Per Farm . . .	$ 6,213

(All figures based on 1948 *Sales Management* Survey of Effective Buying Income, issued June 15, 1948).



NO OTHER STATION SERVES THIS AREA

Write For WOW's 1948 Coverage Presentation—most complete brand-new fifty-page study.

RADIO STATION
WOW
INC.
OMAHA, NEBRASKA
590 KC • NBC • 5000 WATTS
Owner and Operator of
KODY AT NORTH PLATTE

JOHN J. GILLIN JR., PRES. & GEN'L. MGR.
JOHN BLAIR & CO., REPRESENTATIVES

TWENTY-FIFTH ANNIVERSARY YEAR

DIRECTORY OF STANDARD BROADCASTING STATIONS OF THE UNITED STATES

**—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. SH—Specified Hours. U—Unlimited. CP—Construction Permit Issued*
LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.
(Data corrected to December 6, 1948)

NEW HAMPSHIRE (Continued)

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel		Representatives Transc. Library News Service
MANCHESTER	WMUR 1941	610 5,000-LS 1,000-N	The Radio Voice of N.H. Inc. 1819 Elm St. 2090	ABC	Hon. Francis P. Murphy, Pres. Hervey C. Carter, Gen. & Coml. Mgr.	Bernie Mack, Prog. Dir. & Prom. Mgr. Vincent H. Chandler, Chief Engr.	Weed World AP
NASHUA	WOTW 1946	900 1,000-D	Nashua Bcstg. Corp. Lund Road 5000	Granite	Arthur A. Newcomb, Pres. & Gen. & Coml. Mgr.	Carter S. Knight, Prog. Dir. & Prom. Mgr. Robert C. Bingham, Chief Engr.	McGeehan & O'Mara World UP
PORTSMOUTH	WHEB 1932	750 1,000 L-WSB	WHEB Inc. Lafayette Road 4080	MBS Yankee	Bert Georges, Gen. Mgr. Jack Kane, Coml. Mgr.	Keith Field, Natl. Sales Mgr.	Walker Bannan Capitol, World
ROCHESTER	WWNH 1948	930 1,000-D	Strafford Bcstg. Corp. Rochester 1400	Granite	Albin J. K. Malin, Pres. & Prog. Dir. M. Chester Ball, Coml. Mgr.	Eli J. Babkes, Chief Engr.	Thesaurus UP

NEW JERSEY

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel		Representatives Transc. Library News Service
ASBURY PARK	WCAP 1926	1310 250	Radio Industries Broadcast Co. Charms Bldg. 2-8600	......	Walter W. Reid Jr., Pres. Gene Miller, Gen. & Prom. Mgr. & Prog. Dir. Morris Scheck, V. P.	Walter L. Reid, Coml. Mgr. Mathew G. Porter, Chief Engr.	World AP
ATLANTIC CITY ...	WBAB 1940	1490 250	Press-Union Publishing Co. 1900 Atlantic Ave. 5-1111	CBS	Albert J. Feyl, Pres. Monroe L. Mendelson, Gen., Coml. & Prom. Mgr.	Ralph D. Shoemaker, Prog. Dir. Earle Godfrey, Chief Engr.	Headley-Reed World AP
ATLANTIC CITY ...	WFPG 1940	1450 250	Neptune Bcstg. Corp. Steel Pier 5-2188	ABC	John J. Laux, Pres. Irving F. Teetsell, Gen. & Coml. Mgr.	Richard MacNamara, Prog. Dir. & Prom. Mgr. Blair Thron, Chief Engr.	McGillvra Lang-Worth UP
ATLANTIC CITY ...	WMID 1947	1340 250	Mid Atlantic Bcstg. Co. Convention Hall 41340	MBS	Earl M. Johnson, Pres. Alan Owen, Prog. Dir.	Milt Mitler, Prom. Mgr. Quincy Knight, Chief Engr.	Associated AP
BRIDGETON	WSNJ 1937	1240 250	Eastern States Bcstg. Corp. Bridgeton 1600	KBS	Sen. Elmer H. Wene, Pres. Paul Alger, Gen. Mgr. Jerry Alden, Coml. Mgr.	Joe McCulley, Prog. Dir. Arthur Scholz, Prom. Mgr. Francis Fekel, Chief Engr.	Clark Thesaurus UP
CAMDEN	WCAM 1924	1310 250	City of Camden New City Hall 4-0907	......	Mildred Carroll Longendorfer, Sta. Mgr. C. E. Onens, Chief Engr.		Standard Capitol UP
CAMDEN	WKDN 1948	800 1000-D	South Jersey Bcstg. Co. 2881 Mt. Ephraim Ave. Emerson 5-7200		Ranulf Compton, Pres. Edwin W. Tucker, Prog. Dir.	Roger S. Whitlock, Chief Engr.	
JERSEY CITY	WHOM 1925	1480 5,000	Atlantic Bcstg. Co. 29 W. 57th St. New York		(See listing under New York City)		
MORRISTOWN	WMTR 1948	1250 500-D	Morristown Bcstg. Co. Park Square Bldg. 4-6020		Joe Porter, Gen. Mgr.	Jack Allen Potts, Prog. Dir.	Associated AP
NEWARK 1	WAAT 1926	970 5000-LS 1,000-N	Bremer Bcstg. Corp. 11 Hill St. Mitchell 2-6400	......	Irving R. Rosenhaus, Pres. & Gen. Mgr. Edmund S. Lennon, Coml. Mgr.	George Green, Prog. Dir. James Sondheim, Prom. Mgr. Frank V. Bremer, Chief Engr.	World, Associated AP
NEWARK	WHBI 1922	1280 2,500-LS 1,000-N ST-WOV	May Radio Bcstg. Corp. 100 Shipman St. Mitchell 2-7354	......	James L. Shearer, Pres. Gen. & Coml. Mgr. William Masi, Prog. Dir. & Prom. Mgr.	Herman Foster, Chief Engr.	
NEWARK 2	WNJR 1947	1430 5,000	North Jersey Radio Inc. 91 Halsey St. Market 3-2700	......	Edward W. Scudder Jr., Pres. Harry D. Goodwin, Gen. Mgr. Paul Monroe, Prog. Dir.	James R. Ryall, Prom. Mgr. Peter Testan, Chief Engr.	World Capitol UP, INS
NEWARK	WVNJ 1948	620 5,000	Newark Bcstg. Corp. 45 Central Ave. Mitchell 3-7600	......	Ivon B. Newman, Exec. V. P., Gen. & Coml. Mgr. L. Menkin, Prog. Dir.	Helen Sutton, Sta. Mgr. B. Kellom, Chief Engr.	Hollingbery Standard UP
NEW BRUNSWICK ..	WCTC 1946	1450 250	Chanticleer Bcstg. Co. 385 Georgia St. Charter 7-1450	......	James L. Howe, Pres. & Gen. Mgr. Edwin C. Derryberry, Coml. Mgr. Robert Bell, Prog. Dir.	Edith Brandt, Prom. Mgr. Robert L. Williams, Chief Engr.	World, Associated AP
PATERSON 1	WPAT 1941	930 1,000-D	North Jersey Bcstg. Co. Inc. 7 Church St. Armory 4-3400		Herman Fields, Coml. Mgr.	Ted Webbe, Prog. Dir.	Cooke Associated UP
TRENTON	WTNJ 1922	1300 250-D	WOAX Inc. 416 Bellevue Ave. 8149	......	F. J. Wolff, V. P. & Gen. Mgr.		
TRENTON 8	WTTM 1942	920 1,000	Trent Broadcast Corp. 541 East State St. 2-7127	NBC	Elmer H. Wene, Pres. Carl Mark, V. P. & Mgng. Dir. Frank A. Wellman, Coml. Mgr.	William R. Griffin, Prog. Dir. Edward W. Brown, Prom. Mgr. Theodore P. Kilmer, Chief Engr.	Forjoe Thesaurus UP

DIRECTORY OF STANDARD BROADCASTING STATIONS OF THE UNITED STATES

**—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. SH—Specified Hours. U—Unlimited. CP—Construction Permit Issued LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.*
(Data corrected to December 6, 1948)

NEW JERSEY (Continued)

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel		Representatives Transc. Library News Service
VINELAND	WWBZ 1946	1360 1,000-D	Community Bcstg. Service Inc. 633 Wood St. 7-1360	......	Layman W. Cameron, Gen. Mgr. Warren Hoff, Coml. Mgr.	Dorothy Carlson, Prog. Dir. C. V. Mullen, Chief Engr.	World Lang-Worth UP
ZAREPHATH	*WAWZ 1931	1380 5,000-LS 1,000-N ST-WBNX	Pillar of Fire Zarephath Boundbrook 9-0102	......	Arthur K. White, Pres.	Norman Fournier, Prog. Dir. N. L. Wilson, Chief Engr.	

NEW MEXICO

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel		Representatives Transc. Library News Service
ALAMOGORDO	KYLE (Construction permit)	1230 250	Intermountain Broadcasting Co. Box 1388 Albuquerque, N. Mex.	......	S. V. Patrick, Pres. John E. Hall, V. P.	William T. Kemp, Mgr.	
ALBUQUERQUE	KDEF (Construction permit)	1280 1,000-D	Frank Quinn P. O. Box 361				
ALBUQUERQUE	KGGM 1928	610 5,000	New Mexico Bcstg. Co. Kimo Bldg. 4543	CBS	A. R. Hebenstreit, Pres. Vergie Abeyta, Traffic Dir. Jack Skillen, Coml. Mgr.	Bob Van Driel, Prog. Dir. Leonard F. Dodds, Chief Engr.	Taylor-Borroff World AP, UP
ALBUQUERQUE	KOAT 1946	1450 250	Rio Grande Bcstg. Co. Inc. 122 S. Tulane 3-2247	ABC Zia	A. E. Buck, Pres. Merle H. Tucker, Gen. Mgr. Dwight Hinshaw, Coml. Mgr.	Herb MacDonald, Prog. Dir. Lewis Hake, Chief Engr.	Lorenzen & Thompson Capitol UP
ALBUQUERQUE	KOB 1920	1030 10,000 SA-770 50,000-LS 25,000-N CP-50,000-U	Albuquerque Bcstg. Co. West Silver & Fifth 4411	NBC, MBS	T. M. Pepperday, Pres. R. R. Seal, Gen. Mgr. Charles Teas, Coml. Mgr.	Rolf S. Neilsen, Asst. Mgr. & Actg. Prog. Dir. George S. Johnson, Chief Engr.	Free & Peters Thesaurus AP, INS
ALBUQUERQUE	KVER 1947	1340 250	Westernair Inc. P. O. Box 1388 3-1744	MBS	William T. Kemp, Pres. & Gen. Mgr. Paul Kehle, Coml. Mgr. Minnie K. Jones, Prog. Dir.	Ralph Henry, Asst. Mgr. Al Tafova, Prom. Mgr. John H. Morrison, Chief Engr.	Forjoe UP
ARTESIA	KSVP 1946	1450 250	Intermountain Bcstg. Co. Inc. Box 445 650	KBS	Burney Jones, Gen. Mgr. & Chief Engr. Wayne Griffin, Coml. Mgr.	Bill Angel, Prog. Dir.	Capitol Standard AP
BELEN	KENE (Construction permit)	1230 250	Belen Bcstg. Corp. P. O. Box 233, Albuquerque, N. M.				
CARLSBAD	KAVE 1936	1240 250	Carlsbad Bcstg. Corp. 800 S. Canal St. 244	CBS Southwest	Val Lawrence, Pres. Norman R. Loose, Gen. Mgr. Gail C. Boles, Coml. Mgr.	Alexander Pitcaithley, Prog. Dir. William Sene, Chief Engr.	Taylor-Boroff Standard AP
CLOVIS	KCLR (Construction permit)	1450 250	Plains Broadcast Co. 1008 N. Main St.				
CLOVIS	KICA 1931	1240 250	Hugh DeWitt Landis & Ross B. McAlister 6th & Pile St. 3	MBS	Hugh DeWitt Landis, Co-Owner and President Rosa B. McAlister, Co-Owner & Gen. Mgr. Don Boles, Asst. Mgr.	Sam Goodman, Coml. Mgr. John Kirkwood, Prog. Dir. Vernon Hughes, Chief Engr.	Taylor-Boroff Continental MacGregor UP
DEMING	KOTS (Construction permit)	1230 250	The Deming Broadcasters				
GALLUP	KGAK 1946	1230 250	Rio Grande Bcstg. Co. Box 1150 726	ABC Zia	Merle H. Tucker, Gen. Mgr. Mike Kirkmeyer, Coml. Mgr.	Edith Thurston, Prog. Dir. John L. Joanides, Chief Engr.	Lorenzen & Thompson UP
HOBBS	KWEW 1938	1490 100	W. E. Whitmore 116 E. Dunham 495	MBS KBS Southwest	W. W. Whitmore, Pres. Harry McAdams, Sta. Mgr. Phil McGee, Coml. Mgr.	Roy Evans, Chief Engr.	Taylor-Boroff MacGregor UP
HOT SPRINGS	KCHS 1946	1400 250	Sierra Bcstg. Service 401 Broadway 161	KBS	Leonard R. Trainer } Partners Reginald H. Shirk } Leonard R. Trainer, Gen. & Coml. Mgr.	Catherine Perry, Prog. Dir. Reginald H. Shirk, Chief Engr.	Cox & Tanz Standard Cole UP
LAS CRUCES	KOBE 1947	1450 250	Messilla Valley Bcstg. Co. Inc. Main & Picacho 205	MBS	Robert P. Porter, Pres. Harry H. Stair, Gen. Mgr.	Lydia C. Sleppy, Prog. Dir. Kenneth M. Dean, Chief Engr.	Thesaurus World AP
LAS VEGAS	KFUN 1942	1230 250	Southwest Bcstrs Inc. P.O. Box 710 12	ABC	Ernest N. Thwaites, Pres. & Gen. Mgr. Burke Ormsby, Coml. Mgr.	Dorothy G. Thwaites, Prog. Dir. A. F. Schultz, Chief Engr.	Standard UP
RATON	KRTN 1948	1490 250	Southwest Bcstrs Inc. Box 767	......	Ernest Thwaites, Pres. & Gen. Mgr. Stanley K. Brown, Sta. Mgr.	A. F. Schultz, Chief Engr.	Standard World UP
ROSWELL	KGFL 1927	1400 250	KGFL Inc. 310 N. Richardson St. 2000	MBS KBS Southwest	W. E. Whitmore, Pres. & Gen. Mgr. George F. Roberts, Coml. Mgr.	Glenn N. Venrick, Prog. Dir. Melvin Unger, Chief Engr.	Taylor-Boroff Lang-Worth UP

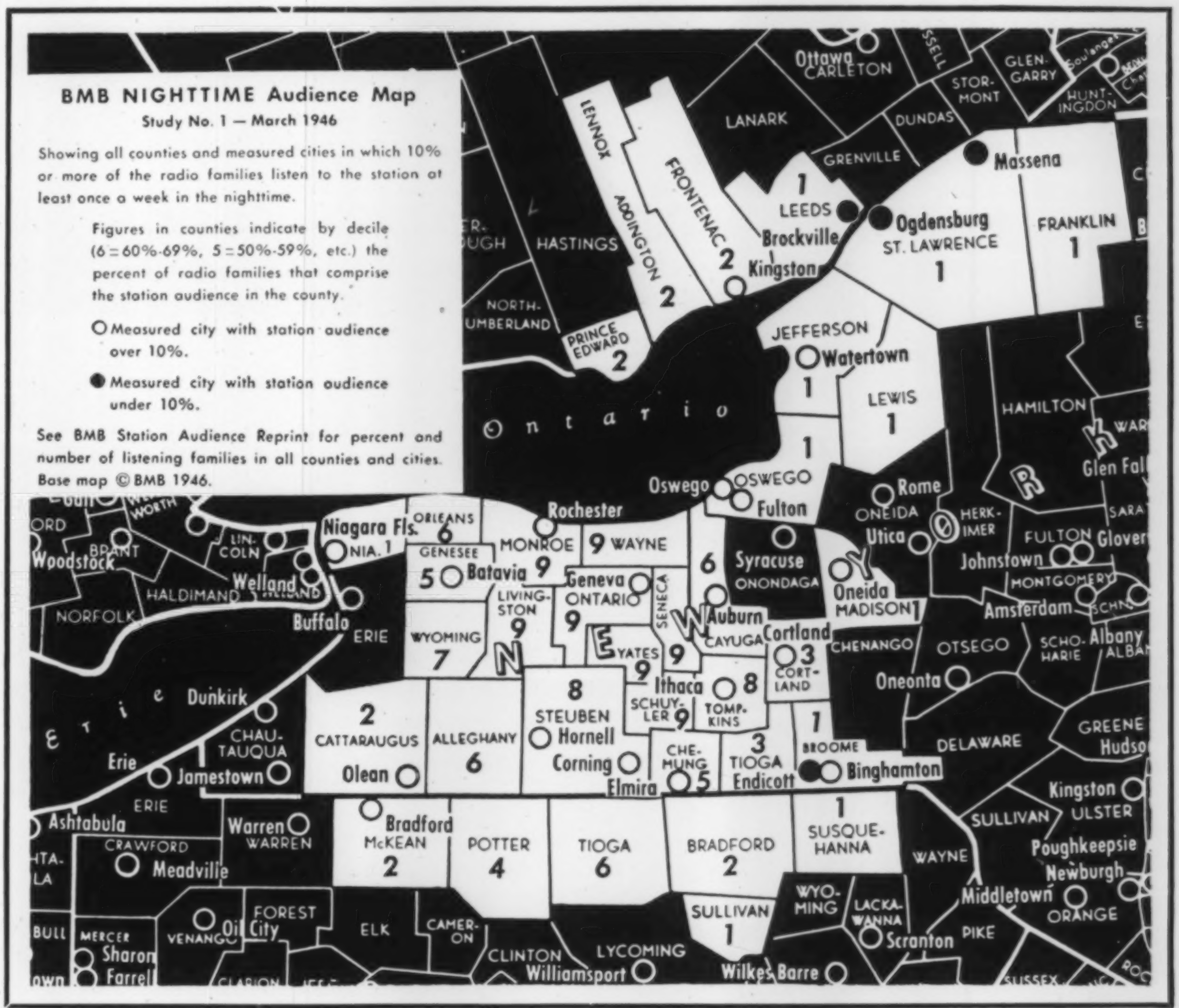
NEW MEXICO (Continued)

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel		Representatives Transc. Library News Service
ROSWELL	KSWS 1947	1230 250	McEvoy Bcstg. Co. 401 N. Richardson St. 2400	KBS Zia	John A. McBoyle, VP & Gen. Mgr. M. J. Montgomery, Coml. Mgr.	George R. Walsh, Prog. Dir. Ray R. Summersgill, Chief Engr.	Lorenzen & Thompson Thesaurus Capitol AP
SANTA FE	KTRC 1947	1400 250	Rio Grande Bcstg. Co. 210 E. Marcy St. 3003	ABC	A. E. Buck, Pres. Merle Tucker, Gen. Mgr. Hugh Gray, Sta. Mgr. & Prog. Dir.	Beth Forcum, Prom. Mgr. Mark Tatton, Chief Engr.	Lorenzen & Thompson Capitol UP
SANTA FE	KVSF 1936	1260 1,000	New Mexico Bcstg. 759 Cerrillos Rd. 2030	CBS	A. R. Hebenstreit, Pres. Ivan R. Head, Gen. Mgr. Paul Theill, Asst. Mgr. & Coml. Mgr.	Bobby Berg, Prog. Dir. & Prom. Mgr. Elvin J. Vanderwood, Chief Engr.	Taylor-Boroff World AP, UP
SILVER CITY	KSIL 1947	1340 250	Dorrance D. Roderick 17th & Cactus St. 612	CBS Southwest	Dorrance D. Roderick, Pres. Carl Dunbar, Gen. Mgr. Harold T. Welsh, Asst. Gen. Mgr. & Coml. Mgr.	Al Wheeler, Prog. Dir. Franklin P. Keefer, Chief Engr.	Taylor-Boroff Standard Cole AP
TUCUMCARI	KTNM 1941	1400 250	The McMa Agency Second & Main Sts. 100	MBS KBS	Grady F. Maples, Pres. & Mgr. & Prog. Dir. J. Paul Aley, Coml. Mgr.	David Fred White Jr., Chief Engr.	UP

NEW YORK

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel		Representatives Transc. Library News Service
ALBANY	WABY 1934	1400 250	The Adirondack Broadcasting Co. Strand Bldg. 4-4193	......	A. J. MacDonald, Pres. Russell B. Wilde, Gen. Mgr. Eugene P. Weil, Sales & Prom. Mgr.	Ned Trudeau, Prog. Dir. James H. Corey, Chief Engr.	McKinney Thesaurus Standard UP
ALBANY 1	WOKO 1924	1460 1,000-LS 500-N CP-5,000-U	Governor Dongan Broadcasting Corp. 136 State St. 3-6638	......	James T. Healey, Pres., Gen. Mgr. A. Kellert, Coml. Mgr. Kay Feily, Asst. Gen. Mgr.	Sherb Herrick, Prog. Dir. A. Sardi, Chief Engr.	Lorenzen & Thompson SESAC Standard AP, INS
ALBANY	WPTR 1948	1540 10,000	Patroon Bcstg. Co., Inc. 87 State St. 5-3345	......	J. Myer Schine, Pres. Leonard L. Asch, V.P. & Gen. Mgr. Herbert DuVal Jr., Coml. Mgr. & V.P. in Chg. Sales	Howard Maschmeier, Prog. Dir. Robert Snyder, Prom. Mgr. W. Russell David Sr., V.P. in Chg. Engineering	Capitol AP, INS
ALBANY 7	WROW 1947	590 5,000-LS 1,000-N	Hudson Valley Bcstg. Co. 112 State St. 3-2225	MBS	Dr. J. J. Quinlan, Pres. Harry L. Goldman, Gen. Mgr. Stanley Roberts, Coml. Mgr.	John Lee, Prog. Dir. Leo Rosen, Prom. Mgr. Charles R. Heisler, Chief Engr.	Avery-Knodel World UP
ALBANY	WXKW 1948	850 10,000	Champlain Valley Broadcasting Corp. 444 Broadway 6-7676	ABC	Stephen R. Rintoul, Pres. Harold H. Meyer, Gen. Mgr. Gren Rand, Coml. Mgr.	Fred Daiger, Prog. Dir. D. Hay, Prom. Mgr. Arthur F. Schoenfuss, Chief Engr.	Katz World UP
AMSTERDAM	WCSS 1948	1490 250	Community Service Broadcasting Corp. Amsterdam 4000	......	Arthur Carter, Pres. Cecil Woodland, Gen. & Coml. Mgr.	Raymond Cheney, Prog. Dir. Guy Rauer, Chief Engr.	World UP, INS
AUBURN	WMBO 1926	1340 250	WMBO Inc. Metcalf Bldg. 433	MBS KBS	William O. Dapping, Pres. Frederick L. Keesee, Gen. & Coml. Mgr.	Robert Morgan, Prog. Dir. & Prom. Mgr. Herbert House, Chief Engr.	Clark Thesaurus AP
BATAVIA	WBTA 1940	1490 250	Batavia Bcstg. Corp. 90 Main St. 715	MBS	J. M. Ryan, E. R. Gamble, E. P. Atwater } Owners Edmund R. Gamble, Gen. Mgr. Robert E. Newstead, Coml. Mgr.	J. Gordon Bridge, Prog. Dir. & Prom. Mgr. Alfred E. Callander, Chief Engr.	Capitol AP
BINGHAMTON (Endicott)	WENE 1947	1450 250	Empire Newspapers—Radio Inc. 909 E. Main St. 3200	ABC	James H. Ottaway, Pres. Byron E. French, V. P. & Mgr. Stephen W. Ryder, Sta. Mgr. William C. Lundquest, Coml. Mgr.	Harold E. Graves, Prog. Dir. James A. McKechnie, Prom. Mgr. J. Harold Merchant, Chief Engr.	Walker Associated Capitol AP
BINGHAMTON	WINR 1946	1490 250	Southern Tier Radio Service Inc. Court House Square 4-4318	NBC	Donald Kramer, Pres. E. R. Vadeboncoeur, Sta. Exec. C. A. Bengtson, Gen. Mgr. H. R. Nicholson, Sales Mgr.	Charles Bishara, Prog. Dir. George O'Connor, Prom. Mgr. A. A. Kelley, Chief Engr.	Hollingbery Standard AP
BINGHAMTON	WKOP 1947	750 1,000-D	The Binghamton Broadcasters Inc. 34 Chenango St. 2-3437	MBS	Andrew Jarema, Pres. & Gen. Mgr. Norman Stewart, Coml. Mgr.	Wally Buman, Prog. Dir. Charles Hallanin, Chief Engr.	Burn-Smith World AP
BINGHAMTON	WNBF 1928	1290 5,000	Clark Associates Inc. Box 48 2-3461	CBS	John C. Clark, Pres. Cecil D. Mastin, Gen. Mgr. S. N. Heslop, Sales Mgr. John C. Clark Jr., V. P.	E. M. Scala, Prod. Mgr. E. R. McCloskey, Prom. Mgr. L. H. Stantz, Chief Engr.	Bolling Capitol Standard UP
BROOKLYN 2	*WBBR 1924	1330 5,000 ST-WEVD, WHAZ	Watch Tower Bible & Tract. Soc. Inc. 1111 Woodrow Road, Staten Island Honeywood 6-1379	......	N. H. Knorr, Pres. M. A. Howlett, Gen. Mgr.	A. K. Wagner, Prog. Dir. R. H. Lettler, Chief Engr.	INS
BUFFALO	WBEN 1930	930 5,000	WBEN Inc. Hotel Statler Cleveland 6400	NBC	Edward H. Butler, Pres. & Treas. Alfred H. Kirchhofer, V. P. & Secy. C. Robert Thompson, Sta. Mgr. Frank W. Kelley, Asst. Sta. Mgr. in Chg. Sales.	George Torge, Prog. Dir. Edward J. Wegman, Asst. Prog. Dir. Joseph A. Haeffner, Prom. Dir. Ralph J. Kingsley, Tech. Dir.	Petry Thesaurus Standard Lang-Worth AP, UP, INS PN

WHAM–*land is a Land of Plenty...*


Ottawa CARLETON
LANARK
GLENGARRY
STORMONT
DUNDAS
HUNTINGDON
LENNOX
ADDINGTON
FRONTENAC 2
HASTINGS
NORTHUMBERLAND
PRINCE EDWARD 2
GRENVILLE
LEEDS 1
Brockville
Kingston
Massena
Ogdensburg
ST. LAWRENCE 1
FRANKLIN 1
JEFFERSON
Watertown 1
LEWIS 1
HAMILTON
Ontario
Oswego
OSWEGO 1
Fulton
Rome
ONEIDA
Utica
HERKIMER
FULTON
Johnstown
Glen Falls
Glovers
MONTGOMERY
Amsterdam
SCHOHARIE
Albany
Rochester
Niagara Fls.
NIA. 1
ORLEANS 6
GENESEE 5
Batavia
MONROE 9
WAYNE 9
Geneva
ONTARIO 9
LIVINGSTON 9
SENECA
Auburn
CAYUGA 9
6
Syracuse
ONONDAGA
Oneida
MADISON 1
Woodstock
BRANT
LINCOLN
Welland
HALDIMAND
NORFOLK
Buffalo
ERIE
WYOMING 7
YATES 9
Cortland
CORTLAND 3
CHENANGO
OTSEGO
Oneonta
Erie
Dunkirk
CHAUTAUQUA
Jamestown
CATTARAUGUS 2
Olean
ALLEGHANY 6
STEUBEN 8
Hornell
Corning
SCHUYLER 9
Ithaca
TOMPKINS 8
CHEMUNG 5
Elmira
TIOGA 3
Endicott
BROOME 7
Binghamton
DELAWARE
GREENE
Hudson
Kingston
ULSTER
SULLIVAN
Poughkeepsie
Newburgh
Middletown
ORANGE
Ashtabula
ERIE
CRAWFORD
Meadville
Warren
WARREN
Bradford
McKEAN 2
POTTER 4
TIOGA 6
BRADFORD 2
SUSQUEHANNA 1
WAYNE
WYOMING
LACKAWANNA
Scranton
PIKE
SULLIVAN 1
MERCER
Sharon
Farrell
VENANGO
Oil City
FOREST
ELK
CAMERON
CLINTON
LYCOMING
Williamsport
Wilkes Barre
N E W Y O R K

BMB NIGHTTIME Audience Map
Study No. 1 — March 1946

Showing all counties and measured cities in which 10% or more of the radio families listen to the station at least once a week in the nighttime.

Figures in counties indicate by decile (6=60%-69%, 5=50%-59%, etc.) the percent of radio families that comprise the station audience in the county.

○ Measured city with station audience over 10%.

● Measured city with station audience under 10%.

See BMB Station Audience Reprint for percent and number of listening families in all counties and cities. Base map © BMB 1946.

- **PLENTY... *of loyal listeners!*★**
  BMB figures show more than one million regular listeners in 30 counties.
- **PLENTY... *of sales potential!***
  Over 300,000 solid American families, both urban and farm, make up a first class market potential for your product. Station WHAM carries your sales message into the heart of these plus families.
- **PLENTY... *of income!***
  The families of WHAM-land made an average of $4198 in 1947, of which $2647 was used for retail spending.
- **PLENTY... *of penetration!***
  WHAM'S 50,000 watt signal comes in clear and strong in a 30 county area—in the heart of fertile, productive western New York.

★SOURCE: Broadcast Measurement Bureau

W H A M
"The Stromberg-Carlson Station"

ROCHESTER, N.Y. 50,000 Watts • Clear Channel
NBC AFFILIATE National Representatives
GEORGE P. HOLLINGBERY CO.

DIRECTORY OF STANDARD BROADCASTING STATIONS OF THE UNITED STATES

**—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. SH—Specified Hours. U—Unlimited. CP—Construction Permit Issued*
LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.
(Data corrected to December 6, 1948)

NEW YORK (Continued)

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel		Representatives Transc. Library News Service
BUFFALO 3	WBNY 1935	1400 250	Roy L. Albertson 485 Main St. Madison 4000	......	Roy L. Albertson, Pres. & Gen. Mgr. Virginia C. Fyda, Coml. Mgr.	Carl Spavento, Prog. Dir. Paul Coleman, Prom. Mgr. Thomas L. Vines, Chief Engr.	Young AP, UP, INS
BUFFALO 2	WEBR 1924	970 5,000	WEBR Inc. 23 North St. Lincoln 7133	MBS	Cy King, Gen. Mgr. William Doerr Jr., Coml. Mgr. Clarence Allen, Prog. Dir.	William Schweitzer, Prom. Mgr. Frank Ridgeway, Chief Engr.	Weed, Stovin Standard Lang-Worth AP, INS Reuters
BUFFALO 3	WGR 1922	550 5,000	WGR Broadcasting Corp. Rand Bldg. Washington 3100	CBS	Leo Fitzpatrick, Chmn. of Bd. I. R. Lounsberry, Pres. & Gen. Mgr. N. Cohen, Coml. Mgr. Robert Greene, Asst. to Gen. Mgr.	R. J. Strigl, Prog. Dir. Ross McPherson, Adv. Prom. Mgr. K. B. Hoffman, Chief Engr. Fred Lounsberry, Prog. Prom.	Free & Peters World, SESAC UP
BUFFALO 3	WKBW 1925	1520 50,000	WKBW, Inc. Rand Bldg. Mohawk 1520	ABC	Clinton H. Churchill, Pres. & Gen. Mgr. Roger M. Baker, Coml. Mgr. John R. Gelzer, Prog. Dir.	Alfred E. Anscombe, Prom. Mgr. Leroy Fiedler, Chief Engr.	Avery-Knodel World, SESAC UP
CORTLAND	WKRT 1947	920 1,000-D	Cortland Bcstg. Co. 27 N. Main St. 2990	......	J. Gerald Mayer, Pres. & Gen. Mgr. Willis Bradley, Bus. Mgr. Howard Rose, Coml. Mgr.	William Hall, Asst. Mgr. & Prog. Dir. Ernst Greup, Asst. Mgr. for News & Prom. William Barron, Chief Engr.	McGillvra Associated Thesaurus UP
ELMIRA	WELM 1947	1400 250	J. Robert Meachem 222 E. Market St. 2-1400	ABC	J. Robert Meachem, Owner & Gen. Mgr. Claude Snyder, Coml. Mgr.	Preston Taplin, Prog. Dir. Theodore M. Duay, Chief Engr.	Walker Standard AP
ELMIRA	WENY 1939	1230 250	Elmira Star-Gazette Inc. Mark Twain Hotel 5181	NBC-MBS	Dale Taylor, Gen. Mgr. Ernest F. Oliver, Coml. & Prom. Mgr. Ted Hodge, Prog. Dir.	Thurlow A. Greene, Chief Engr.	McKinney World Lang-Worth UP

FORMULA *FOR SUCCESS IN BUFFALO*

NEWS + MUSIC

WBNY brings sixteen daily news periods to listeners. Emphasis on complete, accurate local coverage is important in the WBNY proved formula for success.

There's never a "dial twister" on WBNY. It's music and news from sign on to sign off. Buffalo's Hooper ratings prove it's a formula for success.

BUFFALO'S ROY L. ALBERTSON STATIONS

WBNY AND WBNY-FM

(FOR BONUS COVERAGE)

ADAM J. YOUNG JR. — REPRESENTATIVES

1400 ON THE **AM** DIAL

92.9 ON THE **FM** DIAL

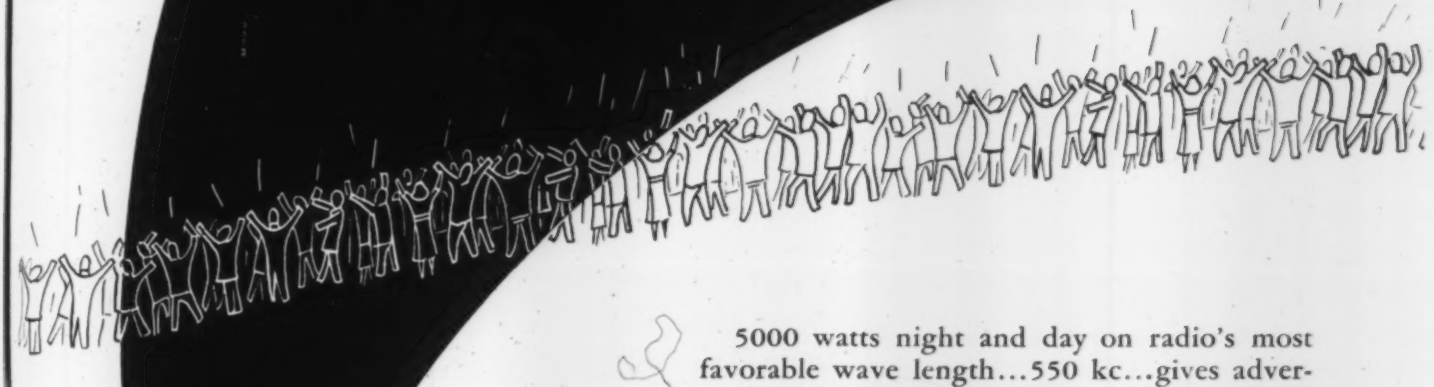
In Buffalo

COLUMBIA

AND

WGR

ARE THE BIG NAMES FOR 1949



5000 watts night and day on radio's most favorable wave length...550 kc...gives advertisers the *best* reception in Western New York's rich market.

Check the spectacular two-year rise of WGR's Hooper ratings under the station's new ownership* and...with Columbia's new galaxy of headliners ...*watch what happens in 1949.*

**Leo J. ("Fitz") Fitzpatrick and I. R. ("Ike") Lounsberry*

WGR
550

Broadcasting Corporation

RAND BUILDING, BUFFALO 3, N. Y.
Buffalo's Columbia Network Station
National Representatives: Free & Peters, Inc.

DIRECTORY OF STANDARD BROADCASTING STATIONS OF THE UNITED STATES

**—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. SH—Specified Hours. U—Unlimited. CP—Construction Permit Issued*
LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.
(Data corrected to December 6, 1948)

NEW YORK (Continued)

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel		Representatives Transc. Library News Service
FREEPORT	WGBB 1924	1240 100	Harry H. Carman 44 S. Grove St. 9-2418	......	Harry H. Carman, Pres., Gen. & Coml. Mgr. Ada Cheesman, Prog. Dir.	Robert Milos, Chief Engr.	Thesaurus AP
GENEVA	WGVA 1947	1240 250	Star Bcstg. Co. Inc. Geneva Federal Savings Bldg. 6691	MBS	M. R. Forman, Pres. Thomas L. Brown, V. P., Gen. Mgr.	Lloyd B. Gibson, Coml. Mgr. Robt. S. Kieve, Prog. Dir. R. Carleton Greene, Chief Engr.	World AP
GLENS FALLS	WGLN 1946	1230 100	Glens Falls Publicity Corp. 13 Warren St. 2-1230	ABC	Earl C. Pace, Gen. & Coml. Mgr., Chief Engr.	Bill Kroug, Prog. Dir.	McKinney Capitol AP
GLENS FALLS	WWSC 1946	1450 250	Great Northern Radio Inc. 11 South St. 2-6518	MBS KBS	Martin Karig, Pres. Carl Mattison, Gen. Mgr. Alfred Brown, Coml. Mgr.	Robert Gifford, Prog. Dir. Joseph Thomas, Chief Engr.	Lorenzen & Thompson World UP
GLOVERSVILLE	WENT 1944	1340 250	Sacandaga Bcstg. Corp. 8 W. Fulton St. 4-900	CBS, MBS	George F. Bissell, Pres.	Dale Robertson, Gen. Mgr.	Young
HEMPSTEAD	WHLI 1947	1100 250-D	FM Broadcasting Corp. 245 Baldwin Road 2-8000	......	Elias I. Godofsky, Pres. Paul Godofsky, Sta. Mgr. Joseph A. Lenn, Sales Mgr.	Roger Wayne, Prog. Dir. Frank E. Knaack, Chief Engr.	World Associated UP
HORNELL	WLEA 1948	1320 1,000-D	Canisteo Radio Corp. 99 Main St. 1320	......	John S. Booth, Pres. & Gen. Mgr. Gene Gosch, Sta. Mgr.	Harlan Howe, Coml. Mgr. Carl Princi, Prog. Dir. O. K. Gibboney, Chief Engr.	Forjoe Capitol UP
HUDSON	WHUC 1947	1230 250	Colgren Bcstg. Co. Union Turnpike 1167	KBS	John F. Kearney-Robert P. Strakos, Owners John F. Kearney, Gen. Mgr. Robert P. Strakos, Coml. Mgr.	Paul Baron, Prog. Dir. Michael Tackach, Chief Engr.	World Capitol UP
ITHACA	WHCU 1921	870 1,000 L-WWL	Cornell University Savings Bank Bldg. 3438	CBS	Michael R. Hanna, Gen. Mgr. Earl S. Cobey, Coml. Mgr. Joseph A. Short, Prog. Dir.	Theodore T. Howes, Prom. Mgr. True McLean, Chief Engr.	World Lang-Worth UP
JAMESTOWN	WJOC 1947	1470 1,000-D	Air Waves Inc. 415 W. Fourth St. 5-108	......	Harry E. Layman, Gen. Mgr. & Chief Engr. Jerry Lawson, Prog. Dir.		Friedenberg Capitol AP
JAMESTOWN	WJTN 1936	1240 250	James Bcstg. Co. Inc. Hotel Jamestown Bldg. 7151	ABC	Jay E. Mason, Pres. & Prog. Dir. Simon Goldman, Gen. & Coml. & Prom. Mgr.	Harold J. Kratzert, Chief Engr.	Rambeau Standard UP
KENMORE 17	WXRA 1948	1080 1,000-D	Edwin R. Sanders & Thaddeus Podbielniak Kenmore 1161	......	Edwin R. Sanders Thaddeus Podbielniak } partners Thaddeus Podbielniak, Gen. Mgr. Richard C. Shepard, Coml. & Prom. Mgr.	James F. Frieling, Prog. Dir. Edwin R. Saunders, Tech. Dir. John J. Schueler, Chief Engr.	Cooke Associated AP
KINGSTON	WKNY 1939	1490 250	Kingston Bcstg. Corp. 601 Broadway 4500	MBS	John J. Laux, Pres. Claude S. Middagh, Gen. Mgr.	Richard McCarthy, Prog. Dir. Herbert M. Inman, Chief Engr.	McGillvra SESAC UP
LACKAWANNA 18	WWOL 1947	1120 1,000-D	Leon Wyszatycki 315 Main St. Cleveland 8291	......	Leon Wyszatycki, Pres. Stanley Jasinski, Gen. Mgr. & Prog. Dir.	Chest Widlak, Coml. Mgr. Howard E. Seyse, Chief Engr.	Forjoe Standard World UP
LIBERTY	WVOS 1947	1240 250	Sullivan County Bcstg. Co. 203 B'way, Monticello Monticello 623	......	David A. Kyle, Pres. Arthur L. Cooper, Gen. & Coml. Mgr.	Robert Lewis, Prog. Dir. & Prom. Mgr. Albert Cohen, Chief Engr.	SESAC Associated UP
MALONE	WICY 1946	1490 250	North County Bcstg. Co. 65 Woodward St. 187	MBS KBS	Mitchell C. Tackley, Prod. Mgr. & Pres. Ralph M. Cardinal, Coml. Mgr.	Donald J. Paye, Prog. Dir. Bernard Reisdorf, Chief Engr.	World UP
MASSENA	WMSA 1945	1340 250	The Brockway Co. Central Bldg. 990	ABC	Harold B. Johnson, Pres. Louis Saiff, Jr., Gen. Mgr. Thomas R. McHugh, Sta. & Coml. Mgr.	James H. Nash, Prog. Dir. Robert E. Anderson, Prom. Mgr. Michael Tarkulich, Chief Engr.	Weed Associated SESAC UP
MIDDLETOWN	WALL 1942	1340 250	Community Bcstg. Corp. 14 South St. 3119	KBS	John Morgan Davis, Pres. Paul E. Wagner, Gen. & Coml. Mgr.	George Shepard, Prog. Dir. & Prom Mgr.	McGillvra AP
NEWBURGH	WGNY 1933	1220 1,000-D	WGNY Bcstg. Co. Inc. 161 Broadway 4600	......	Merritt G. Speidel, Pres. George W. Bingham, Gen. Mgr. Joseph Rake, Coml. Mgr.	Richard F. Crans, Prog. Dir. Marvin S. Seimes, Chief Engr.	Standard UP
NEW YORK 51	WBNX 1928	1380 5,000 ST-WAWZ	WBNX Bcstg. Co. Inc. 260 E. 161st St. Melrose 5-0333	......	A. L. Haskell, Pres. William I. Moore, V.P. & Gen. Mgr. E. Ervin, F. Johnson, Prog. Dirs.	F. Johnson, Prom. Mgr. A. L. Solbrig, Chief Engr.	Forjoe SESAC, Standard AP
NEW YORK 22	WCBS 1924	880 50,000	Columbia Broadcasting System Inc. 485 Madison Ave. Plaza 5-2000	CBS	William S. Paley, (CBS) Chmn. of Bd. Frank Stanton, (CBS) Pres. Don Miller, Sales Mgr.	G. Richard Swift, Prog. Dir. Jules Dundes, Adv. & Prom. Mgr. R. G. Thompson, Chief Engr.	Radio Sales Lang-Worth AP, UP, INS

BUFFALO'S ONLY 50,000 WATT STATION

WKBW

BUFFALO'S MOST POWERFUL STATION

FIFTY THOUSAND WATTS

PRODUCES

Action for Advertisers

50,000 WATTS	There's power plus to pound home your message.
ABC NETWORK	ABC network programs build habitual audiences.
NATIONAL SPOTS	Powerful selling concentrated in a rich market.
LOCAL PROGRAMS	Local programs prove WKBW's "sell" power. They renew . . . and renew . . . and renew.

BUFFALO'S *ONLY* 24 HOUR STATION

AVERY-KNODEL
INC.
NATIONAL
REPRESENTATIVES

WKBW

BUFFALO'S MOST POWERFUL STATION

DIRECTORY OF STANDARD BROADCASTING STATIONS OF THE UNITED STATES

**—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. SH—Specified Hours. U—Unlimited. CP—Construction Permit Issued*
LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.
(Data corrected to December 6, 1948)

NEW YORK (Continued)

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel		Representatives Transc. Library News Service
NEW YORK 19	WEVD 1927	1330 5,000 ST-WBBR, WHAZ	Debs Memorial Radio Fund Inc. 117 W. 46th St. Plaza 7-0880	......	Adolph Heid, Pres. Henry Greenfield, Gen. & Coml. Mgr.	George Field, Prog. Dir. Charles Brown, Chief Engr.	
NEW YORK 19	WHOM 1925	1480 5,000	Atlantic Bcstg. Co. Inc. 136 W. 52nd St. Circle 6-3900	......	Generoso Pope, Pres. Fortune Pope, Gen. Mgr. Ralph Nardella, Exec. Ass't. Chg. of Sales	Charles Baltin, Ass't. Mgr. Ralph Constantino, Prod. Mgr. Paul Lee, Chief Engr.	UP
NEW YORK 18	WINS 1923	1010 50,000-LS 10,000-N CP-50,000-U	Crosley Bcstg. Corp. 28 W. 44th St. Bryant 9-6000	......	James D. Shouse, Pres. Eldon A. Park, V.P. Wilmot H. Losee, Coml. Mgr.	John Neal, Prog. Dir. Joe Besch, Prom. Mgr. Paul Von Kunits, Chief Engr.	WINS-WLW Sales World UP, INS
NEW YORK 23	WJZ 1921	770 50,000	American Bcstg. Co. Seven W. 66th St. Trafalgar 3-7000	ABC	Edward J. Noble (ABC) Ch. of Bd. Murray C. Grabhorn, V.P., Mgr. Clarence L. Doty, Sales Mgr.	John J. Hade, Prog. Dir. Alfred E. Cohan, Prom. Mgr. George Milne, Chief Engr.	ABC Spot AP, UP, INS
NEW YORK 16	WLIB 1942	1190 1,000 L-WOWO	WLIB Inc. 207 E. 30th St. Oregon 9-2720	......	Dorothy S. Thackrey, Pres. Herman M Bess, Gen. & Coml. Mgr. Sam Elfert, Prog. Dir. & Prom. Mgr.	Edward Darlington, Chief Engr.	Young SESAC Associated AP, UP
NEW YORK 19	WMCA 1925	570 5,000	WMCA Inc. 1657 Broadway Circle 6-2200	......	Nathan Straus, Pres. Harry Solow, Sales Dir. Leon Goldstein, V. P., Prog. Dir.	Helen Sacks Straus, V.P. Howard Klarman, Prom. Mgr. Pierre Verseput, Chief Engr.	Free & Peters World AP
NEW YORK 22	WMGM 1922	1050 50,000	Marcus Loew Booking Agency 711 Fifth Ave. Murray Hill 8-1000	......	Herbert L. Pettey, Exec. Dir. Frank Roehrenbeck, Gen. Mgr. Bertram Lebhar Jr., Sales Director	Raymond Katz, Prog. Dir. Robert Patt, Prom. Mgr. Paul Fuelling, Chief Engr.	Associated AP, UP
NEW YORK 20	WNBC 1922	660 50,000	National Bcstg. Co. Inc. RCA Bldg. Circle 7-8300	NBC	Niles Trammell, Pres. Thomas R. McFadden, Mgr. Donald A. Norman, Sales Mgr.	DeLancy Provost, Prog. Dir. Charles B. H. Vail, Prom. Dir. Charles Phelan, Chief Engr.	NBC Spot Thesaurus Associated AP, UP, INS

To ***REALLY*** Cover The Greater New York Market
You ***MUST*** Cover the Foreign Language Audience

WHOM

"THE IL PROGRESSO STATION"

1480 KC

5,000 Watts — DAY and NIGHT

Broadcasts More Foreign Language Hours Than Any Other Station in the Country

For availabilities, call:

Circle 6-3900 *or write to:* 136 West 52nd St.

GENEROSO POPE,
President

FORTUNE POPE,
General Manager

Progress...

Progress can mean a lot of things in a year's time. New studios—new programs—new business—new technical facilities—even magical new call letters are all part of the past year's advancements for WMGM, the Metro-Goldwyn-Mayer radio station in New York.

Programs...

The station which has always catered to New York's particular program tastes, with *top sports coverage, dominant news reporting,* and *delightful entertainment* around the clock, has added bright new shows—sparkling audience participation shows and many other distinctive features from WMGM's new million-dollar Fifth Avenue studios, plus a parade of showmanship from Metro-Goldwyn-Mayer in Hollywood.

Power...

Already one of the nation's top-powered stations, WMGM has improved its technical leadership over competing stations through all-new, higher-fidelity input equipment throughout; through acoustically-perfected studios, lending sharp new brilliance of signal over the most populous, most prosperous market on earth. Duplication of programs on WMGM-FM, too, now gives WMGM advertisers *redoubled impact* in the New York area.

Promotion...

Proven (by Billboard Radio Promotion Awards for the past two successive years) the pace-setter in promoting radio programs and the products they advertise right up to the point-of-purchase, WMGM played true-to-form in telling the world about its new studios and new call letters—in the press and over the air, on the screen and everywhere!

Preference...

Two hundred thirty-seven advertisers have chosen WMGM for their broadcast campaigns during the past year. Most of them—and many new ones—are continuing right on through 1949. Only *results* can bring them back like that—results in terms of *listeners,* or in terms of *mail pull,* or, most important, in *cash sales of the products you want to sell.*

Yes, in New York, the *progressive* station, the *well-programmed,* the *promotion-wise,* the *preferred* station is the *powerful* WMGM.

THE METRO-GOLDWYN-MAYER RADIO STATION (formerly WHN)

WMGM

"THE CALL LETTERS OF THE STARS"

50,000 WATTS
1050 KCS. CLEAR CHANNEL
WMGM-FM 100.3 MC.

711 FIFTH AVENUE
MURRAY HILL 8-1000

**—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. SH—Specified Hours. U—Unlimited. CP—Construction Permit Issued*
LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.
(Data corrected to December 6, 1948)

NEW YORK (Continued)

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel		Representatives Transc. Library News Service
NEW YORK 17	WNEW 1934	1130 10,000	Greater New York Broadcasting Corp. 565 Fifth Ave. Plaza 3-3300	......	Bernice Judis, V.P. & Gen. Mgr. Ira Herbert, V.P. for Sales Ted Cott, V.P. in Chg. Prog.	Richard Pack, Dir. Publ. & Special Events Max Weiner, Chief Engr.	AP
NEW YORK 7	*WNYC 1924	830 1,000 L-WCCO	City of New York Municipal Bldg. Worth 2-5600	......	Wm. O'Dwyer, Mayor, NYC, Pres. Seymour N. Seigel, Dir. Radio Communications John DeProspo, Exec. Officer	George Wallach, Dir. Prog. Opns. William H. Pitkin, Chief Engr.	Associated AP, UP, TP
NEW YORK 18	WOR 1922	710 50,000	Bamberger Broadcasting Service Inc. 1440 Broadway Longacre 4-8000	MBS	Theodore C. Streibert, Pres. R. C. Maddux, V.P. in Chg. Sales Donald C. Hamilton, Act. Prog. Dir.	Joseph Creamer, Prom. Mgr. J. R. Poppele, V.P., in Chg. Engrg.	Keenan & Eichelberg Kettell-Carter Associated AP, UP, INS
NEW YORK 19	WOV 1926	1280 5,000 ST-WHBI	Wodaam Corp. 730 Fifth Ave. Circle 5-7979	......	Harry Henshel, Pres. Ralph N. Weil, Gen. Mgr. Herbert Schorr, Coml. Mgr.	Arnold B. Hartley, Prog. Dir. Carroll Forbes, Prom. Mgr. Hillis Holt, Chief Engr.	Bolling Standard McGregor AP
NEW YORK 19	WQXR 1934	1560 10,000	Interstate Bcstg. Co. 730 Fifth Ave. Circle 5-5566	......	John V. L. Hogan, Pres. Elliot M. Sanger, V.P. & Sales Mgr. Norman S. McGee, V.P. Sales	Eleanor N. Sanger, Prog. Dir. Russell D. Valentine, Chief Engr.	Raymer World, Associated AP
NEW YORK (Woodside)	WWRL 1926	1600 250 CP-5,000	Long Island Bcstg. Corp. 41-30 58th St., Woodside Newtown 9-3300	......	W. H. Reuman, Pres. & Treas., Chief Engr. Edith Dick, Sta. & Coml. Mgr. Fred Barr, Prog. Dir.	Walter Kaner, Prom. Mgr.	Capitol Associated AP
NIAGARA FALLS ...	WHLD 1940	1290; CP-1270 1,000-D; CP-5,000-D	Niagara Falls Gazette Pub. Co. Hotel Niagara 8421	......	Earl C. Hull, V.P. & Gen. Mgr. Richard G. Robbins, Coml. Mgr.	Robert J. Manning, Prog. Dir. Robert J. Wilson, Chief Engr.	Headley Reed Associated World Lang-Worth Standard, SESAC UP

WWRL

NEW YORK

Covering America's Greatest Buying Market At The Lowest Cost

SHOWS THAT SELL

Reach New York's millions of high income foreign language families inexpensively, effectively.

- Spanish
- Hungarian
- German
- Greek
- Polish
- Czechoslovakian

New York's Foremost Language Station.

An effective sales approach to the vast New York buying market.

WWRL delivers its signal to 9,005,452 potential buyers in the rich, greater New York area.

With
Intensive, blanket coverage of
Queens County, pop. 1,454,000
"Fastest Growing County in America"
To Best Test New York City-Queens County
Buy WWRL.

COVERAGE HIGH—RATES LOW

1600 KC.

"The High Spot on The Dial"

NOTE: NEW 5,000 WATT TRANSMITTER NOW UNDER CONSTRUCTION.

Music
Lesson

FOR ADVERTISERS WITH A GOOD EAR FOR PROFITS

People love good music. Not all people... but enough with good taste and fine buying habits to put a profitable crescendo into any sales campaign. To reach these music lovers in 550,000 WQXR homes... the choicest part of the world's biggest and richest market... advertisers are learning to rely on WQXR and WQXR-FM, the stations that beam more good music every day than any other radio station in New York. Is *your* ear for profits ringing? Leave it open to our overtures... they're most attractive! Today, write or wire . . . or telephone CIrcle 5-5566.

WQXR AND WQXR-FM

The radio stations of The New York Times
730 Fifth Avenue, New York 19, N.Y.

NEW YORK (Continued)

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel		Representatives Transc. Library News Service
NIAGARA FALLS ...	WJJL 1947	1440 1,000-D	John J. Laux Elks Bldg. 5266	......	John J. Laux, Pres. Robert F. Kliment, Gen. Mgr. Tom Talbot, Coml. Mgr.	Louise Hamrick, Prog. Dir. Gus Czaplak, Chief Engr.	McGillvra Lang-Worth UP
OGDENSBURG	WSLB 1940	1400 250	St. Lawrence Bcstg. Co. 2315 Knox St. 500	MBS KBS	Joseph P. Brandy, Pres. Harold J. Frank, Secy.-Treas.	Hal Gilman, Prog. Dir. Ellsworth Hall, Chief Engr.	Walker UP
OLEAN	WHDL 1936	1450 250	WHDL Inc. Exchange Bank Bldg. 4149	ABC KBS	E. B. Fitzpatrick, Pres. John R. Henzel, Gen. Mgr.	Joseph K. Eade, Coml. Mgr. Robert Nenno, Prog. Dir. Jack Atherton, Chief Engr.	McKinney Associated UP
ONEONTA	WDOS 1947	1400 250	Oneonta Star Inc. 12 Broad St. 2470	MBS	James H. Ottoway, Pres. Eugene J. Brown, Gen. Mgr. Walton F. Deming, Sta. Mgr.	Charles Hobart, Prog. Dir. George R. Smith, Coml. Mgr. Edwin A. Brown, Chief Engr.	Walker World Capitol AP
ONEONTA	WONO 1948	1110 250-D	Oneonta Bcstg. Co. 285 River St.	......			
OYSTER BAY	WKBS 1948	1520 250-D	Eastern Bcstg. Co. (Of Delaware) Oyster Bay 6-2500	......	R. Lee Hollingsworth, Pres.		UP
PEEKSKILL	WLNA 1948	1420 500-D	Highland Bcstg. Corp. 1037 Main St.	......			
PLATTSBURG	WEAV 1934	960 1,000	Plattsburg Bcstg. Corp. Radio Centre 1600	ABC KBS	George F. Bissell, Pres., Gen. Mgr. B. W. Bissell, V.P. Joel H. Scheier, Coml. Mgr.	Martin Mannix, Prog. Dir. & Prom. Mgr. John Nazak, Chief Engr.	McGillvra Thesaurus UP
POUGHKEEPSIE	WKIP 1940	1450 250	Poughkeepsie Newspapers Inc. Memorial Square 6800	ABC	Merritt C. Speidel, Pres. George W. Bingham, Gen. Mgr. Edward A. Chappell, Dir.	Richard Crans, Prog. Dir. & Prom. Mgr. Marvin S. Seimes, Chief Engr.	Standard Associated AP
ROCHESTER 4	WARC 1947	950 1,000	WARC Inc. Sheraton Hotel Hamilton 8920	ABC	S. W. Townsend, Pres. & Gen. Mgr. Harland Evans, Coml. Mgr Frederick L. Essex, Prog. Dir.	Mark O'Brien, Prom. Mgr. Robert S. Emch, Chief Engr.	Katz Associated AP
ROCHESTER 3	WHAM 1927	1180 50,000	Stromberg-Carlson Co. Rochester Radio City Culver 7240	NBC	William Fay, V.P. & Gen. Mgr. John W. Kennedy Jr., Coml. Mgr.	Charles Siverson, Prog. Dir. Armin N. Bender, Prom. Mgr. Kenneth Gardner, Chief Engr.	Hollingbery World Standard UP
ROCHESTER 4	WHEC 1925	1460 5,000	WHEC Inc. 40 Franklin St. BA 6740	CBS	Frank E. Gannett, Pres. Clarence Wheeler, Exec. V.P. Gunnar O. Wiig, Gen. Mgr. Le Moine C. Wheeler, Coml. Mgr.	William J. Adams, Prog. Dir. & Prom. Mgr. Bernard C. O'Brien, Chief Engr.	McKinney Standard Associated MacGregor AP
ROCHESTER 4	WRNY 1947	680 250-D	Monroe Bcstg. Co. 191 East Ave. Hamilton 9775	......	George B. Kelly, Pres., Gen. & Coml. Mgr. Addison Penfield, Prog. Dir.	Felix Bonvouloir, Chief Engr.	Young Lang-Worth AP
ROCHESTER 4	WSAY 1936	1370 1,000 CP-5,000	Federal Broadcasting System Inc. Taylor Bldg. Baker 4870	......	Gordon P. Brown, Pres. & Gen. Mgr., Chief Engr. Will Union, Coml. Mgr. John Turner, Prog Dir.	Colman Scott, Prom. Mgr.	Walker INS
ROCHESTER 4	WVET 1947	1280 5,000	Veterans Bcstg. Co. 17 Clinton Ave. S. Hamilton 4820	MBS	William B. Maillefert, Pres., Gen. & Coml. Mgr. John S. Houseknecht, Prog. Dir. & V.P.	Harry W. Bennett Jr., Prom. Mgr. Ervin F. Lyke, Chief Engr.	Weed Capitol Associated UP
ROME	WKAL 1946	1450 250	Copper City Bcstg. Corp. Capitol Theatre Bldg. 3616	MBS	Myron J. Kallet, Pres. Michael C. Fusco, Gen. Mgr. George Cramer, Coml. & Prom. Mgr.	Charles King, Prog. Dir. DeForest T. Layton Jr., Chief Engr.	Cooke Lang-Worth UP
SARANAC LAKE	WNBZ 1927	1450 250	Upstate Bcstg. Co. 88 Main St. 1320	ABC KBS	John F. Grimes, Pres. & Gen. Mgr. Jaques DeMattos, Coml. Mgr.	A. C. Bagdasarian, Prog. Dir. H. Berwind Williams, Chief Engr.	Thesaurus AP
SCHENECTADY 5 ...	WGY 1922	810 50,000	General Electric Co. 1 River Road 3-2121	NBC	R. S. Peare, V.P. & Mgr. B. J. Rowan, Asst. Mgr. G. Emerson Markham, Sta. Dir.	A. G. MacDonald, Supr. Sta. Sales & Prom. Caleb Paine, Prog. Dir. W. J. Purcell, Chief Engr.	NBC Spot Lang-Worth Thesaurus AP, UP
SCHENECTADY 7 ...	WSNY 1942	1240 250	Western Gateway Broadcasting Corp. 619 State St. 3-3622	......	Winslow Leighton, Pres. & Gen. Mgr. Harry H. Averill, Gen. Sales Mgr.		Bannan Best

....FIRST BY LENGTHS!
....IN ROCHESTER!

WHEC is Rochester's most-listened-to station and has been ever since Rochester has been "Hooperated!"

Furthermore, Station WHEC is one of the select Hooper "Top Twenty" stations in the whole United States!

Latest Hooper before closing time.

BUY WHERE THEY'RE LISTENING:—

CBS

WHEC

MEMBER GANNETT
RADIO GROUP

of Rochester

N. Y.

5,000 WATTS

Representatives: EVERETT & McKINNEY, *New York, Chicago,* HOMER GRIFFITH CO., *Los Angeles, San Francisco*

DIRECTORY OF STANDARD BROADCASTING STATIONS OF THE UNITED STATES

**—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. SH—Specified Hours. U—Unlimited. CP—Construction Permit Issued*
LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.
(Data corrected to December 6, 1948)

NEW YORK (Continued)

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel		Representatives Transc. Library News Service
SYRACUSE 2	WAGE 1941	620 1,000 CP-5,000-LS 1000-N	WAGE Inc. Loew Bldg. 2-0277	ABC	Frank G. Revoir, Pres. William T. Lane, V.P. & Gen. Mgr. Aaron Beckwith, Asst. Gen. & Prom. Mgr.	Gordon Alderman, Prog. Dir. Donald F. Langham, Chief Engr.	Petry Thesaurus Standard Cole AP
SYRACUSE 2	WFBL 1922	1390 5,000	**Onondaga Radio Broadcasting Corp.** 433 S. Warren St. 2-1147	CBS	O. F. Soule, Pres. Samuel Woodworth, Gen. Mgr. & V.P. Charles F. Phillips, Coml. Mgr. & V.P.	Raymond Gantter, Prog. Dir. Robert G. Soule, Prom. Mgr. James J. Kelley, Chief Engr.	Free & Peters World UP
SYRACUSE 2	WNDR 1947	1260 5,000	Syracuse Bcstg. Corp. 306 S. Salina St. 2-6101	MBS	Martin Karig, Gen. Mgr. Arthur Cooper, Coml. Mgr. Harry Fisher, Prog. Dir.	Frank Bahouth Jr., Mdsg. Mgr.	Raymer Associated Lang-Worth AP
SYRACUSE 2	WOLF 1948	1490 250	Civic Bcstg. Corp. Onondaga Hotel 2-7211	......	T. S. Marshall, Pres. & Gen. Mgr. Daniel Dwyer, Coml. Mgr. Hamilton Woodle, Sta. Mgr. & Prog. Dir.	James J. Coolican, Prom. Mgr. Tom Crimmins, Chief Engr.	Walker Standard AP
SYRACUSE 2	WSYR 1922	570 5,000	Central N. Y. Broadcasting Corp. Syracuse 3-7111	NBC	H. C. Wilder, Pres. E. R. Vadeboncouer, Gen. Mgr. & V.P. W. A. Alford Jr., Coml. Mgr.	Bill Rothrum, Prog. Dir. John F. Hurlbut, Prom. Mgr. G. Armand Belle Isle, Chief Engr.	Headley Reed Lang-Worth Associated UP
TROY	WHAZ 1922	1330 1,000 ST-WBLR, WEVD	Rensselaer Polytechnic Institute Troy 6810	......	W. J. Williams, Prom. Mgr		
TROY	WTRY 1940	980 5,000	Troy Bcstg. Co. Inc. 92 Fourth St. 2100	CBS	H. C. Wilder, Pres. Wm. A. Riple, Gen. Mgr. John W. Sutphen, Coml. Mgr.	H. H. Sharpe, Prog. Dir. James F. Baker, Prom. Mgr. Albert H. Chismark, Chief Engr.	Headley Reed Associated Lang-Worth UP
UTICA 2	WGAT 1946	1310 1,000-LS 500-N	Central Bcstg. Co. Kempf Bldg. 2-9231	......	J. Eric Williams, Pres. & Gen. Mgr. Rolland L. Fowler, Ass't. to Gen. Mgr.	Robert N. Blair, Chief Engr.	Meeker AP
UTICA 2	WIBX 1925	950 5,000	WIBX Inc. First Bank Bldg. 2-2101	CBS	Margaret P. Bowen, Pres. & Gen. Mgr. Elliott Stewart, Coml. Mgr. Helen Wood, Asst. to Pres. & Gen. Mgr.	Wiliam J. Calvert, Prog. Dir. N. W. Cook, Prom. Mgr. J. T. Dowdell, Chief Engr.	Wood & Colton Bannan Biddick World UP, INS
UTICA	WRUN 1948	1150 5,000-LS 1,000-N	Rome Sentinel Co. 258 Genesee St. 2-5111	ABC	Bradley C. Barnard, Pres. Thomas E. Martin, Sta. Mgr. Richard A. Clark, Coml. & Prom. Mgr.	Stewart T. Spencer, Prog. Dir. Carroll F. Henry, Studio Supvsr. George S. Woods, Trans. Supvsr.	Avery-Knodel Thesaurus Associated AP
WATERTOWN	WATN 1941	1240 250	Watertown Bcstg. Corp. 118 Washington St. 2424	MBS	G. Harry Righter, Pres., Gen. & Coml. Mgr. Hugh H. Cosline, Prog. Dir.	Donald Schryver Fred Sprague James Billingsley } Engrs.	Wood & Colton Standard AP
WATERTOWN	WWNY 1941	790 1,000	The Brockway Co. Hotel Woodruff 4120	CBS	Harold B. Johnson, Pres. Louis Saiff Jr., Gen. Mgr. Earl R. Kelly, Coml. Mgr.	James W. Higgins, Prog. Dir. Jack Cleveland, Prom. Mgr. Maynard B. Davis, Chief Engr.	Weed World Associated SESAC UP
WHITE PLAINS	WFAS 1932	1230 250	Westchester Bcstg. Corp. 8 Church St. 9-6400	......	Valentine E. Macy Jr., Pres. Frank A. Seitz, Gen. Mgr. & Chief Engr.	John E. Arens, Coml. Mgr. Randall Kaler, Prog. Dir.	Headley-Reed World Associated AP

• LEADERSHIP IS EARNED • LEADERSHIP IS EARNE

Whenever you think of

SYRACUSE as a market—

(*and the Market Figures make you think*)

it's equally profitable to think of

WSYR as the media that blankets the Syracuse trading area

WSYRACUSE

NBC Affiliate in Central New York

Headley-Reed, National Representatives

570 kc
5000 watts

ED • LEADERSHIP IS EARNED • LEADERSHIP IS EAR

DIRECTORY OF STANDARD BROADCASTING STATIONS OF THE UNITED STATES

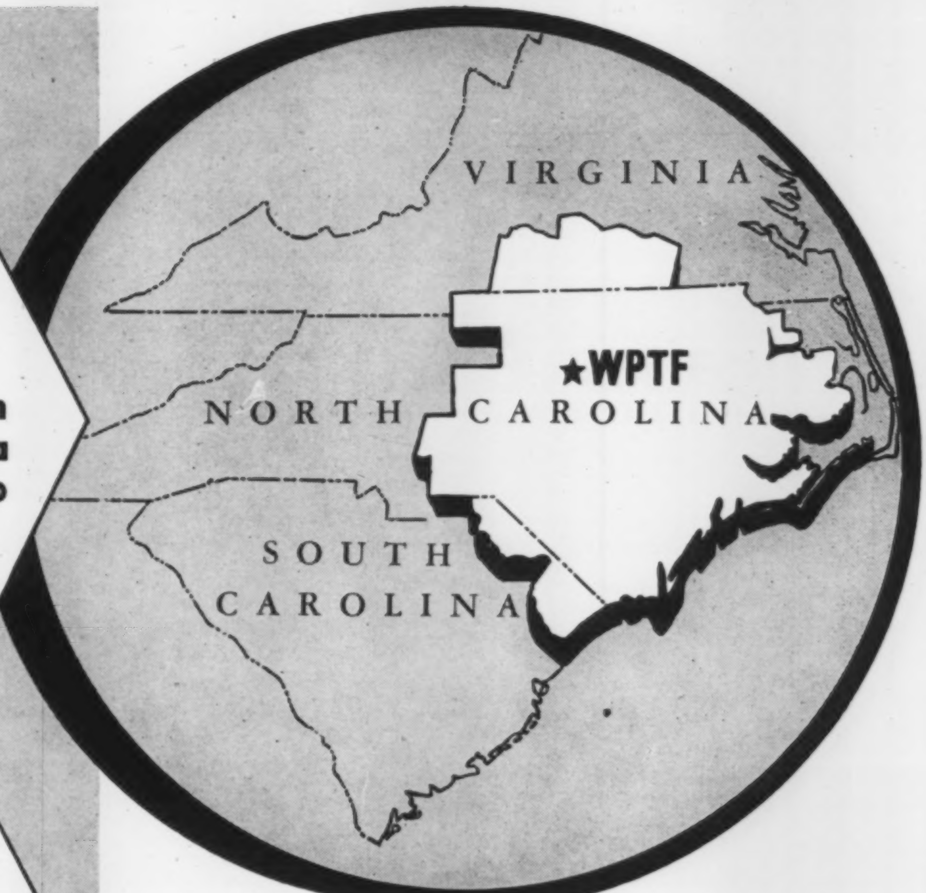
**—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. SH—Specified Hours. U—Unlimited. CP—Construction Permit Issued*
LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.
(Data corrected to December 6, 1948)

NORTH CAROLINA

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel		Representatives Transc. Library News Service
AHOSKIE	WRCS 1948	970 1,000-D	Roanoke-Chowan Bcstg. Co., Inc. Highway 350 333	......	Charles H. Jenkins, Pres. P. G. Sewell, Gen, Coml. & Prom. Mgr.	William R. Harris, Prog. Dir John M. Sherwood, Chief Engr.	Associated UP
ALBEMARLE	WABZ 1947	1010 1,000-D	Radio Station WABZ, Inc. Hotel Albemarle 1010	KBS	Ira E. Leigh, Gen. Mgr. Bob Raiford, Coml. & Prog. Dir.	James Wise, Chief Engr.	Thesaurus Capitol AP
ASHEBORO	WGWR 1947	1260 1,000-D	Asheboro Bcstg. Co. 303 E. Salisbury St. 800	......	Roy Cox, Pres. J. R. Marlowe, Gen. & Coml. Mgr.	Anderson B. Brown, Prog. Dir. Clyde C. Penny, Chief Engr.	Friedenberg Associated UP
ASHEVILLE	WISE 1939	1230 250	Radio Station WISE Inc. 100 College St. 3-5381	NBC	Harold H. Thoms, Pres. Lloyd B. Leonard, Gen. & Coml. Mgr.	Harold Moon, Prog. Dir. Floye Bowers, Prom. Mgr. Matthew C. Munn, Chief Engr.	Avery-Knodel AP
ASHEVILLE	WLOS 1946	1380 5,000-LS 1,000-N	Skyway Bcstg. Corp. Battery Park Hotel 2-2431	MBS	Charles B. Britt, V.P. Kenneth Beachboard, Sta. Mgr.	Grady Edney, Prog. Dir. William Chambers, Chief Engr.	Taylor-Borroff Standard UP, INS
ASHEVILLE	WNCA 1945	1340 250	Community Bcstg. Co. Asheville Biltmore Hotel 3-7376	ABC KBS	Linton D. Baggs Jr., Pres. Robert M. Lambe Jr., Gen. Mgr. Edward O. Brandt, Coml. Mgr.	Alan Newcomb, Prog. Dir. Fred Brown, Prom. Mgr. John Randolph, Chief Engr.	McGillvra World INS
ASHEVILLE	WSKY 1947	1490 250	Radio Asheville, Inc. 12 Church St. 3-4451	......	Carl R. Bamford, Pres. Zeb Lee, Gen. Mgr., Prog. Dir. F. Baxter Barkley, Coml. Mgr.	James W. Young, Prom. Mgr. Charles W. Sumner, Chief Engr.	Lang-Worth Capitol AP
ASHEVILLE	WWNC 1927	570 5,000	Asheville Citizen-Times Co. Inc. 14 O'Henry Ave. 5611	CBS	Charles A. Webb, Pres. Cecil B. Hoskins, Gen. Mgr. & Chief Engr. Don. S. Elias, V.P.	James A. Hagen, Coml. & Prom. Mgr. William F. Melia, Prog. Dir.	Headley-Reed Associated AP. UP
BREVARD	WBRM (Construction permit)	1240 250	Pisgah Bcstg. Co. Box 145	......	Ed M. Anderson, Principal Owner		
BURLINGTON	WBBB 1941	920 1,000-D; CP-5000-D	Alamance Bcstg. Co. Inc. 310½ S. Main St. 6-6376	MBS KBS	E. Z. Jones, Gen. Mgr. Frank Par'on, Coml. Mgr. Edgar F. Brooks, Prog. Dir	Robert Weston, Prom. Mgr. Berry Tysor, Chief Engr.	McGillvra Associated Capitol Lang-Worth AP
BURLINGTON	WFNS 1947	1150 1,000-D	Burlington-Graham Broadcasting Co. 104 Andrews St. 6-5536	......	W. Bowman Sanders, Pres. Everrett C. Qualls, Gen. Mgr	Ed Minkey, Coml. Mgr. Rex Moad, Prog. Dir. Harold Taylor, Chief Engr.	Friedenberg World UP
CHARLOTTE 2	WAYS 1941	610 5,000-LS 1,000-N	Inter-City Advertising Co. 120 E. Third St. 3-7173	ABC, MBS	George W. Dowdy, Pres. Walter H. Goan, Gen. Mgr. Harry Barfield, Prog. Dir.	Haywood Meeks, Prom. Mgr A. L. Chaney Jr., Chief Engr.	Avery-Knodel Lang-Worth SESAC INS
CHARLOTTE 2	WBT 1921	1110 50,000	Jefferson Standard Broadcasting Co. Wilder Bldg. 3-8833	CBS	J. M. Bryan, Pres. Chas. Crutchfield, V.P. & Gen. Mgr. Keith Byerly, Sales Mgr.	Larry Walker, Prog. Dir. J. R. Covington, Prom. Mgr. M. J. Minor, Chief Engr.	Radio Sales Associated AP, UP
CHARLOTTE	WGIV 1947	1600 1,000-D	Publix Bcstg. Services of Charlotte Inc. P. O. Box 58 6669	......	Francis Marion Fitzgerald, Pres. & Gen. Mgr. James Law Epps, Coml. Mgr.	Fred W. Vinroot, Prog. Dir. Thomas C. Brandon, Chief Engr.	Capitol AP
CHARLOTTE 2	WSOC 1933	1240 250	Radio Station WSOC Inc. 1925 N. Tryon St. 7138	NBC	E. J. Gluck, Pres. & Gen. Mgr. Bomar Lowrence, Coml. Mgr. Paul Marion, Prog. Dir.	Clyde Clem, Prom. Mgr. L. L. Caudle Jr., Chief Engr	Headley-Reed Thesaurus Standard AP
CLINTON	WRRZ 1947	880 1,000-D	Radio Station WRRZ, Inc. Butler Bldg. 2354	ABC	W. R. Roberson Sr., Pres. W. R. Roberson Jr., Exec.-V.P. George S. Walston, Gen. & Coml. Mgr.	D. W. Welsh, Prog. Dir. Joseph Tew, Prom. Mgr. Herman Jolitz, Chief Engr.	Forjoe World AP
CONCORD	WEGO 1943	1410 1,000-D	Wayne M. Nelson Concord 2271	KBS	Wayne M. Nelson, Gen. Mgr.		Clark
DUNN	WCKB 1946	780 1,000-D	N. C. Central Broadcasters Inc. Dunn 3133	KBS	Earl McD. Westbrook, Pres. A. Lincoln Faulk, Gen. Mgr. William Creech, Coml. Mgr.	Richard Terfler, Prog. Dir. & Prom. Mgr. William Burwell, Chief Engr.	Lang-Worth SESAC AP
DURHAM	WDNC 1928	620 5,000-LS 1,000-N	Durham Radio Corp. 138 Chapel Hill St. R-155	CBS	C. C. Council, Pres. J. Frank Jarman, Gen. & Prom. Mgr. E. R. Higgins Jr., Prog. Dir.	K. A. Taylor, Chief Engr. C. James Woodhouse, Coml. Mgr.	Raymer Associated AP, UP

MORE

People In This Billion Dollar Retail Sales Area Listen To WPTF Than To Any Other Station!



7 TIMES MORE listeners than next station in evening

9 TIMES MORE listeners than next station in daytime

8 TIMES MORE listeners than next station for entire week

WPTF dominates all competition at all times. That's the report of the 1948 LISTENER DIARY STUDY. Conducted by Audience Surveys, Inc. in WPTF's 62 counties with 50% or better, day and night, BMB coverage.

The LISTENER DIARY STUDY shows detailed radio habits of this billion dollar plus retail sales market, including: Sets-in-use. Station ratings. Share of audience flow. Audience composition by quarter hours. Get your copy from WPTF or Free & Peters.

More proof that WPTF is the Number One Salesman In North Carolina, The South's Number One State.

50,000 WATTS 680 KC. NBC AFFILIATE

WPTF

RALEIGH, N. C.

NATIONAL REPRESENTATIVE **FREE & PETERS, INC.**

DIRECTORY OF STANDARD BROADCASTING STATIONS OF THE UNITED STATES

**—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. SH—Specified Hours. U—Unlimited. CP—Construction Permit Issued*
LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.
(Data corrected to December 6, 1948)

NORTH CAROLINA (Continued)

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel		Representatives Transc. Library News Service
DURHAM	WDUK 1946	1310 1,000-LS 500-N	WDUK Inc. Box 1891 R-101	ABC	Sam H. Campbell Jr., Pres. Harmon L. Duncan, V. P., Gen. & Coml. Mgr.	David W. Hoyle, Prog. Dir. Roy E. Fullen, Chief Engr.	Pearson Lang-Worth AP
DURHAM	WHHT 1946	1590 1,000	Harold H. Thoms 310 E. Main St. L-975	MBS	Harold H. Thoms, Ownr. Joseph J. Herget, Gen. & Coml. Mgr.	Vera Ervin, Prog. Dir. & Prom. Mgr. Carl Pigott, Act. Chief Engr.	Burn-Smith Standard INS
DURHAM	WSSB 1948	1490 250	Public Information Corp. 211 Rigsbee Ave. 6919	......	Tom Sawyer, Pres. Guy Griffin, Gen. Mgr.	Edward Norman, Chief Engr.	Forjoe Capitol INS
DURHAM	WTIK 1946	730 1,000-D	Durham Bcstg. Co. 211½ E. Main St. N-187	Tobacco	Floyd Fletcher,, Chief Ownr. & Gen. Mgr. Tom Mitchel, Coml. Mgr.	Ken Corbitt, Prog. Dir. & Prom. Mgr. A. A. White, Chief Engr.	Cooke World Thesaurus AP
ELIZABETH CITY	WCNC 1939	1400 250	Albermarle Bcstg Co. 104 E. Colonial Ave. 1400	MBS KBS	Dr. J. A. Gill, Pres. Bob Bingham, Gen. Mgr. Ed Trent, Coml. Mgr.	Jack Walters, Prog. Dir. Norman Ragsdale, Prom. Mgr. Joe Kyle, Chief Engr.	Burn-Smith Lang-Worth UP
ELIZABETH CITY	WGAI 1947	560 500-D	Daily Advance Kramer Bldg. 757	......	Herbert Peele, Ownr. William B. Heffernan, Gen. & Coml. Mgr.	Bob Thomas, Prog. Dir. Fred Wagner, Chief Engr.	McGeehan & O'Mara World AP
FAYETTEVILLE	WFLB 1947	1490 250	Fayetteville Broadcasters, Inc. P. O. Box 1258 7136	......	Harry Stein, Pres. L. W. Allen, Gen. & Prom. Mgr. R. S. Anderson, Coml. Mgr.	Del Carty, Prog. Dir. William D. Bailey, Chief Engr.	Cox & Tanz Thesaurus INS
FAYETTEVILLE	WFNC 1940	1450 250	Cape Fear Bcstg. Co. 114 Anderson St. 4848	MBS Tobacco	Victor W. Dawson, Mgr.	Luther A. Gambill, Coml. Mgr.	Walker World UP
FAYETTEVILLE	WWNF 1948	1230 250	Wayne M. Nelson, Inc. Box 72, Concord, N. C.	......	S. M. Cohen, Gen. Mgr.		Friedenberg AP
FOREST CITY	WBBO 1947	780 1,000-D	Rutherford County Radio Co. Forest City 3205	KBS	Ed M. Anderson, Pres. & Gen. Mgr. L. O. Hutchins, Coml. Mgr.	Jane Smith, Prog. Dir. & Prom. Mgr. Merton Iwerks, Chief Engr.	Lang-Worth Capitol AP
FUQUAY SPRINGS	...... (Construction permit)	1460 1,000-D	S. S. Adcock Box 362, Columbia, S.C.		S. S. Adcock, Pres.		
GASTONIA	WGNC 1939	1450 250	F. C. Todd 170 W. Main St. 732	ABC KBS	F. C. Todd, Owner Pat McSwain, Gen. Mgr. F. C. Abernathy, Coml. & Prom. Mgr.	Fred Gray, Prog. Dir. W. C. Groves Jr., Chief Engr.	Continental Standard UP
GASTONIA	WLTC 1948	1370 1000-D	Gastonia Broadcasting Service, Inc. P. O. Box 1142 5-1079	......	James B. Petty, Pres. William E. Abernathy, Gen. Mgr. Boyce C. Morrow, Coml. Mgr.	Harry Carroll Jr., Prog. Dir. Don C. Voigt, Chief Engr.	World Capitol UP
GOLDSBORO	WGBR 1939	1400 250	Eastern Carolina Broadcasting Co. Inc. Borden Bldg. 1550	Tobacco	A. T. Hawkins, Pres. Leland B. Nelson, Mgr. & Coml. Mgr. Vassie Balkcum, Prog. Dir.	Daniel B. Trueblood, Chief Engr. John G. Britt, Asst. Mgr.	Walker World Thesaurus AP
GREENSBORO	WBIG 1926	1470 5,000	North Carolina Broadcasting Co. O. Henry Hotel 6125	CBS	Edney Ridge, Pres. & Gen. Mgr. Gilbert M. Hutchinson, Coml. Mgr. Al Rice, Prog. Dir.	Aileen Gilmore, Prom. Mgr. Earl F. Allison, Chief Engr.	Hollingbery Thesaurus World AP
GREENSBORO	WCOG 1948	1320 1,000	Inter-City Advertising Co. 316 S. Greene St. 3-6925	ABC	W. H. Goan, Gen. Mgr. Gordon Anderson, Coml. Mgr. Wally Williams, Prog. Dir.	Jeta Pace, Prom. Mgr. A. L. Chaney Jr., Chief Engr.	Avery-Knodel Lang-Worth INS
GREENSBORO	WGBG 1942	980 1,000-D	Greensboro Bcstg. Co. Inc. P. O. Box 2280 3-3631		Ralph M. Lambeth, Pres., Gen. Mgr. Earl O. Sullivan, Coml. & Prom. Mgr.	H. Marie Craven, Prog. Dir. James M. Stewart, Chief Engr.	Burn-Smith Associated Lang-Worth Capitol UP
GREENVILLE	WGTC 1940	1490 250	Greenville Bcstg. Co. P. O. Box 898 3182	MBS Tobacco	J. J. White, Pres. B. S. Hodges Jr., Gen. Mgr. David W. Mosier, Coml. Mgr.	Charles H. Whednee, Prog. Dir. & Prom. Mgr. James Mayo, Chief Engr.	Walker World, SESAC AP
GREENVILLE	WGNE (Construction permit)	1270 1,000-D	Carolina Bcstg. System, Inc.	......	Earl McD. Westbrook, Pres.		
HENDERSON	WHNC 1946	890 1,000-D	Henderson Radio Corp. 219 S. Williams St. 736	MBS KBS	S. S. Stevenson, Pres. Nathan Frank, Gen. & Coml. & Prom. Mgr. T. W. McCracken, V. P.	Virginia Parham, Prog. Dir. Lewis Hiland, Chief Engr.	Griffith Thesaurus Lang-Worth Cole, Capitol AP

W
CBS
W
BIG
IN GREENSBORO, N.C.

"SERVING THE MAGIC CIRCLE---
THE 6th CITY OF AMERICA"

Though modest in size

We're BIG

IN SERVICE

HOOPER STATION LISTENING INDEX

Summer 1948	CITY ZONE	Greensboro, N. C.
		WBIG
	Monday thru Friday 8:00 AM—12 N	38.1
	Monday thru Friday 12:00 N—6:00 PM	40.6
	Sunday thru Saturday 6:00 PM—10:00 PM	55.6

WBIG

greensboro, n. c.
5000 w. day & nite
columbia affiliate
edney ridge, director
represented by hollingbery

NORTH CAROLINA (Continued)

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel		Representatives Transc. Library News Service
HENDERSONVILLE .	WHKP 1946	1450 250	Radio Hendersonville, Inc. Box 757 700	MBS KBS	Bob Amos, Pres. & Gen. Mgr. W. R. Hill, Coml. Mgr. Kermit Edney, Prog. Dir.	James Odom, Prom. Mgr. Glenn W. Heckart, Chief Engr.	Continental AP
HICKORY	WHKY 1939	1290 5,000-LS 1,000-N	Catawba Valley Bcstg. Co. Radio Bldg. 2294	ABC KBS	Carl V. Cline, Pres. Edmund S. Long, Gen. Mgr. & Chief Engr.	J. Frank Haithcox, Coml. Mgr. Edmund S. Long, Chief Engr.	Associated World UP
HICKORY	WIRC 1948	630 1000-D	Foothills Bcstg. Co. 1423 11th Ave. 2124	......	Edmond H. Smith Jr., Pres., Gen. Mgr. Harry E. Snook, Prog. Dir.	Elmer Troutman Jr., Chief Engr.	Lang-Worth Standard AP
HIGH POINT	WHPE 1947	1070 1,000-D	High Point Enterprise 305 N. Main St. 3466	......	R. B. Terry, Pres. Pat Taylor, Gen. & Coml. Mgr.	Nick Lawrence, Prog. Dir. Yancy Cecil, Chief Engr.	Associated Standard AP
HIGH POINT	WMFR 1935	1230 250	Radio Station WMFR 164 S. Main St. 4593	ABC KBS	Frank S. Lambeth, Pres. & Gen. Mgr. Frank Smith, Coml. Mgr.	Gary Davis, Prog. Dir. Lois Cusworthy, Prom. Mgr. Robert Moore, Chief Engr.	Burn-Smith Capitol Lang-Worth UP
JACKSONVILLE	WJNC 1945	1240 250	Jacksonville Bcstg. Co. Highway 24 707	MBS Tobacco	Louis N. Howard, Pres. Lester L. Gould, V.P., Gen. & Coml. Mgr. George Grider, Pub. Serv. Director	Gorton T. H. Wilbur, Prom. Mgr. Elmo Cronk, Chief Engr.	Walker Lang-Worth UP
KANNAPOLIS	WGTL 1946	870 1,000-D	Fred H. Whitley Cannon Blvd. & Country Club 870	......	Fred H. Whitely, Pres. H. A. Seville, Gen. & Coml. Mgr. Bob McCreery, Prog. Dir.	Frank Bowers, Prom. Mgr. Foy Hinson, Chief Engr.	Forjoe Lang-Worth Capitol World UP
KINSTON	WFTC 1937	1230 250	Jonas Weiland 204 E. King St.	ABC			
KINSTON	WKNS 1947	1000 1,000-D	Kinston Bcstg. Co. Radio Bldg. 4509	......	A. K. Barrus, Pres. James W. Campbell, Gen. Mgr. Carl J. McKinney, Coml. Mgr.	Leonard Loftin, Prog. Dir. David Hardison, Chief Engr.	McGillvra World Thesaurus UP
LAURINBURG	WEWO 1947	1080 1,000-D	Scotland Bcstg. Co. Hotel Chetwynd Bldg. 770	......	Edwin Pate, Pres. J. R. Dalrymple Jr., Gen. & Prom. Mgr. Frank C. Cannon, Coml. Mgr.	Gerald H. Sanders, Prog. Dir. Truman N. Brock, Chief Engr.	World UP
LEAKSVILLE	WLOE 1946	1490 100	Douglas L. Craddock Leaksville 701	MBS KBS	Douglas L. Craddock, Pres. & Gen. & Prom. Mgr. William F. Baskerville, Coml. Mgr.	Kenneth Thomas, Prog. Dir. Eldred Winn, Chief Engr.	World Capitol AP
LENOIR	WJRI 1947	1340 250	John P. Rabb 107 West Ave. 761	MBS KBS Tobacco	John P. Rabb, Pres. & Gen. Mgr. Wallace Hoy, Coml. Mgr.	Glenn G. Whittier, Prog. Dir. Blaine Ruckert, Chief Engr.	Lang-Worth AP
LEXINGTON	WBUY 1946	1450 250	Omar & Greeley Hilton 219 S. Main St. 2716	KBS	Omar G. & Greely N. Hilton, partners C. Robert Ray, Sta. & Coml. Mgr.	William Bullington, Prog. Dir. & Prom. Mgr. Fred Honeycutt, Chief Engr.	Continental Lang-Worth World AP
LUMBERTON	WTSB 1946	1340 250	Robeson Bcstg. Corp. West 5th St. 1080	MBS KBS	E. L. Bowman, Pres. James MacNeil, Gen. & Prom. Mgr. William Rogers, Chief Engr.	Robert Taylor, Prog. Dir.	Continental Standard AP
MONROE	WMAP 1947	1060 250-D	Union Bcstg. Co. Monroe 1060	KBS	J. Ray Shute, Pres. Bill Sandefur, Gen. Mgr. Dick Marable, Coml. Mgr.	Rollie Furman, Prog. Dir. Archie Lany, Prom. Mgr. M. L. Covington, Chief Engr.	Lang-Worth Capitol UP
MOREHEAD CITY ...	WMBL 1947	740 1,000-D	Carteret Bcstg. Co. Box 740 9740	......	Grover C. Munden, Pres., Gen. & Prom. Mgr. Charles H. Markey, Jimmy Wallace, Coml. Mgrs.	Ray Cummins, Prog. Dir. & Chief Engr.	McGillvra World Standard UP
MORGANTON	WMNC 1947	1490 250	Nathan J. Cooper Box 805 1100	MBS	Nathan J. Cooper, Pres. & Gen. Mgr. Thomas N. Cooper, Coml. Mgr.	Lee Douglas, Prog. Dir. Frank Ballew, Chief Engr.	Lang-Worth AP
MOUNT AIRY	WPAQ 1948	740 1,000-D	Ralph D. Epperson Mt. Airy 682	......	Ralph D. Epperson, Pres. & Gen. Mgr., Chief Engr.	Claude White, Coml. Mgr. & Prog. Dir.	Clark Standard AP
NEW BERN	WHIT 1942	1450 250	Coastal Bcstg. Co. Inc. U.S. Highway 17 South 4450	MBS Tobacco	Louis N. Howard, Pres., Gen. & Prom. Mgr. & Prog. Dir. Bruce Lee, Coml. Mgr.	Bill G. Haire, Chief Engr.	Walker Lang-Worth UP
NEWTON	WNNC 1948	1230 250	Newton-Conover Broadcasting Co. P. O. Box 606 930	MBS	Charles Turner, Pres. Earl Holder, Gen. Mgr. & Prog. Dir.	Eugene Henry, Coml. & Prom. Mgr. Denis Long, Chief Engr.	Continental UP

NORTH CAROLINA (Continued)

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel		Representatives Transc. Library News Service
RTH ILKESBORO	WKBC 1947	810 1,000-D	Wilkes Bcstg. Co. Radio Bldg. 633	......	Doris B. Brown, Pres. & Gen. Mgr. Roland B. Potter, Coml. Mgr. John T. Cashion, Prog. Dir.	Betty G. Whitaker, Prom. Mgr. Robert Harvey, Chief Engr.	World AP
FORD	WOXF (Construction permit)	1340 250	Oxford Bcstg. Corp. P. O. Box 218 Tarboro, N. C.				
LEIGH	WNAO 1947	850 5,000	News & Observer Pub. Co. 219 S. McDowell St. 2-0321	ABC	Josephus Daniels Jr., Pres. W. Dudley Tichenor, Gen. & Coml. Mgr.	Robert C. Hitchens, Prog. Dir. Bascom E. Porter, Chief Engr.	Avery-Knodel Thesaurus Standard UP
LEIGH	WPTF 1924	680 50,000	WPTF Radio Co. Insurance Bldg. 8311	NBC	Richard H. Mason, Gen. Mgr. O. L. Carpenter, Sales Mgr.	Graham B. Poyner, Prog. Mgr. R. W. Youngsteadt, Dir. of Adv. & Prom. Henry Hulick Jr., Chief Engr.	Free & Peters Associated AP, UP
LEIGH	WRAL 1939	1240 250	Capitol Bcstg. Co. Inc. 130 S. Salisbury St. 6411	MBS Tobacco	A. J. Fletcher, Pres. Fred Fletcher, Mgr. & Coml. Mgr.	Ray Reeve, Prog. Dir. Virgil D. Duncan, Chief Engr.	Weed World AP
IDSVILLE	WFRC 1947	1600 1,000	Piedmont Carolina Bcstg. Co. 18 Gilmer St. 1573	KBS	H. T. Williams, Pres. Steve Woodson, Gen. & Coml. Mgr. Charles Perron, Prog. Dir. G. F. McBrayer, V.P.	Forest Bedell, Prom. Mgr. L. H. Alexander, Chief Engr.	World Associated Cole AP
ANOKE RAPIDS ..	WCBT 1941	1230 250	Radio Station WCBT Inc. 251 Roanoke Ave. R-8551	MBS KBS	S. E. Crew, Gen. Mgr. A. L. Drew, Coml. Mgr.	J. K. Johnson, Prog. Dir. C. W. Meares, Chief Engr.	Burn-Smith Lang-Worth UP
CKINGHAM	WAYN 1946	900 1,000-D	Wayne M, Nelson Rockingham 611	......	Wayne M. Nelson, Owner & Gen. Mgr.		
CKY MOUNT	WCEC 1947	810 1-000-D	Josh L. Horne 115 N. Church St. 2880	KBS	Josh L. Horne, Pres. Mel Warner, Gen. Mgr. Ray Thomson, Coml. Mgr.	Ray Wilkinson, Prog. Dir. Harold Aycock, Chief Engr	McGeehan & O'Mara Capitol Associated AP

The KING SIZE Voice of Tobaccoland

A MARKET OF $566,898,000*

WGTM
KING SIZE
CIGARETTES
WGTM
Wilson, N.C.

WGTM's primary
rea includes:
125,000 population

WGTM's primary
area includes:
150,000 radio families

National Representative
Joe Weed & Co.

590 KC

Allen Wannamaker
General Manager

5000 Watts
FULL TIME

MUTUAL BROADCASTING SYSTEM
(EXCLUSIVE IN THIS AREA)

NORTH CAROLINA (Continued)

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel		Representatives Transc. Library News Service
ROCKY MOUNT	WEED 1933	1450 250	W. A. Wynne Rocky Mount 1420	ABC	W. A. Wynne, Pres. & Gen. Mgr. Jack L. Cummings, Coml. Mgr.	Tommy Snowden, Prog. Dir. Eunice Snipes, Prom. Mgr.	World AP
ROXBORO	WRXO (Construction permit)	1430 1,000-D	Roxboro Bcstg. Co.		H. W. Winstead, Pres.	P. L. Thomas, V.P.	
SALISBURY	WSAT 1948	1280 1,000-D	Mid-Carolina Broadcasting Co. Wilkesboro Rd. 276	......	Charles H. Wentz, Pres. John Smith, Gen. & Coml. Mgr.	W. F. Fleming, Prog. Dir. Elbert Sherman, Chief Engr.	World UP
SALISBURY	WSTP 1937	1490 250	Piedmont Bcstg. Corp. State Theatre Bldg. 2121	MBS	Bryce P. Beard, Pres. Russell B. McIntyre, Gen. Mgr. Prog. Dir. Katherine Murphy, Coml. Mgr.	Alexander P. Beard, Prom. Mgr. Carl B. Watson, Chief Engr.	Burn-Smith Lang-Worth AP
SANFORD	WWGP 1946	1050 1,000-D	Lee Bcstg. Corp. 137 Steele St. 860		Waldo W. Primm, Pres. & Gen. Mgr. Gerald E. Bowman, Prog. Dir.	Cary H. Olive, Chief Engr.	World Capitol UP
SHELBY	WOHS 1946	730 250-D	Western Carolina Radio Corp. Shelby 340	MBS	Lee B. Weathers, Pres. Robert M. Wallace, Mng. Dir. & Chief Engr.	Ken Willson, Coml. Mgr. Milton Scarboro, Prog. Dir.	Associated AP
SOUTHERN PINES ..	WEEB 1947	1360 1,000-D	Sandhill Community Broadcasters Inc. Box 1298 6191	MBS	Jack S. Younts, Pres. & Gen. Mgr. Page Shamburger, Coml. Mgr.	Elizabeth M. Younts, Prog. Dir. & Prom. Mgr. Peter N. Koppels, Chief Engr.	Forjoe AP
SOUTHERN PINES ..	WSTS 1947	990 250-D	Sandhill Bcstg. Corp. 113 E. Broad St. 5451	KBS	Frank L. Baber, Pres. J. C. Cole, Gen. Coml. & Prom Mgr.	C. Willis Hogan, Prog. Dir. Howard S. Caldwell, Chief Engr.	Clark Standard UP
STATESVILLE	WSIC 1947	1400 250	Statesville Bcstg. Co. Inc. Radio Rd. Box 1189 1000	MBS	Dr. James W. Davis, Pres. Harry Gatton, Gen. & Coml. Mgr.	Al Watson, Prog. Dir. Frances Earle, Prom. Mgr. T. K. Abernethy, Chief Engr.	Continental World AP
TARBORO	WCPS 1946	760 1,000-D	Coastal Plains Bcstg. Co. Inc. Tarboro 643	......	John C. Hanner, Gen. & Coml. Mgr. Welcome Stanton, Prog. Dir.	Charles D. Chandler, Chief Engr.	Lang-Worth Capitol AP
THOMASVILLE	WTNC 1947	790 1,000-D	Thomasville Bcstg. Co. Salem St. Ext. 902	......	G. W. Lyles, Sr., Pres. Harold Harrison, Gen. & Coml. Mgr.	L. M. Sugg, Chief Engr.	World AP
WADESBORO	WADE 1947	1210 1,000-D	Anson Broadcasting Co. Lyon Bldg. 427	......	R. P. Lyon, Pres. Jack P. Hankins, Gen. & Coml. Mgr.	Wm. P. Billingsley, Prog. Dir. Cecil Sills, Chief Engr.	Thesaurus UP
WASHINGTON	WHED 1948	1340 250	Beaufort Bcstg. Co. Guaranty Bank-Trust Bldg. 278	......	Lee Wynee, Pres. R. B. Armstrong, Gen. Coml. Mgr. & Prog Dir.	C. B. Armstrong, Prom. Mgr. Richard Tripp, Chief Engr.	Continental Lang-Worth SESAC UP
WASHINGTON	WRRF 1942	930 5,000-D	Tar Heel Broadcasting System Inc. Bank of Washington Bldg. 403	ABC	W. R. Roberson, Sr., Pres. W. R. Roberson, Jr., V.P. T. H. Patterson, Gen & Coml. Mgr.	Don Pierce, Prog. Dir. Merrill Daniels, Prom. Mgr. I. G. Murphrey, Chief Engr.	Forjoe World AP
WAYNESVILLE	WHCC 1947	1400 250	Smoky Mountain Bcstg. P. O. Box 180 680	......	W. Curtis Russ, Pres. Frank R. Knutti, Gen. Mgr. & Prog. Dir.	Jack Hammette, Coml. & Prom. Mgr. C. A. Campbell, Chief Engr.	Lang-Worth UP
WHITEVILLE	WENC 1946	1240 250	Whiteville Broadcasting Co. Inc.	MBS	Josiah Maultsby, Pres. Ward A. Coleman, Gen. Mgr. Allen Shohat, Coml. Mgr.	Jerry Honeycutt, Prog. Dir. John Kondracki, Chief Engr.	Standard AP
WILMINGTON	WGNI 1946	1340 250	New Hanover Bcstg. Co. P. O. Box 869 L. D. 30	MBS Tobacco	J. S. Brody, Pres. Allen B. Jones, Gen. Mgr.	Tommy Thompson, Coml. Mgr. Bob Bowden, Chief Engr.	McGillvra UP
WILMINGTON	WMFD 1935	1400 250 CP-630 CP-1,000	Richard Austin Dunlea P. O. Box 696 4840	ABC	Richard Austin Dunlea, Pres. & Gen. Mgr. Claud O. Shields, Coml. Mgr.	Ed. McKay, Prog. Dir. R. A. Dunlea, Jr., Prom. Mgr. E. I. Herring, Jr., Chief Engr.	Burn-Smith World UP

DIRECTORY OF STANDARD BROADCASTING STATIONS OF THE UNITED STATES

**—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. SH—Specified Hours. U—Unlimited. CP—Construction Permit Issued*
LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.
(Data corrected to December 6, 1948)

NORTH CAROLINA (Continued)

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel		Representatives Transc. Library News Service
WILSON	WGTM 1937	590 5,000	Watson Industries Inc. WGTM Bldg. 2188	MBS	Penn Thomas Watson, Pres. Allen Wannamaker, Gen. & Prom. Mgr.	Harry Severance, Coml. Mgr. Pat Nabors, Prog. Dir. W. H. Malone, Chief Engr.	Weed World Thesaurus UP
WILSON	WVOT 1948	1420 1,000-D	Wilson Radio Co. Highway 301 N. 5157	......	W. T. William, H. W. Anderson, C. E. Leeper, N. V. Pieler } Partners	W. T. William, Gen. Mgr. R. R. Brunson, Coml. Mgr. Joel Lawhon, Prog. Dir. N. V. Pieler, Chief Engr.	Capitol AP
WINSTON-SALEM ..	WAIR 1937	1340 250	WAIR Bcstg. Co. Pepper Bldg. 2-1133	ABC	George D. Walker, Gen. Mgr. C. G. Hill, Coml. Mgr.	Doris Pardington, Prog. Dir. Nell Messick, Prom. Mgr. Lee King, Chief Engr.	Avery-Knodel World Lang-Worth Cole AP
WINSTON-SALEM 1..	WSJS 1930	600 5,000	Piedmont Publishing Co. 419 N. Spruce St. 2-4141	NBC	Gordon Gray, Pres. Harold Essex, V.P., Gen. Mgr.	Harry B. Shaw, Coml. Mgr. Robert C. Estes, Prog. Dir. Phil Hedrick, Chief Engr.	Headley-Reed Associated Standard UP
WINSTON-SALEM ...	WTOB 1947	710 1,000-D	Winston-Salem Bcstg. Co. Inc. P. O. Box 739 7145	MBS	James W. Coan, Pres. John G. Johnson, Gen. Mgr.	Louis T. Marsh, Prog. Dir. L. C. Davis, Chief Engr.	Taylor-Borroff Thesaurus AP

NORTH CAROLINA'S GOLDEN TRIANGLE

- WINSTON-SALEM
- GREENSBORO
- HIGH POINT

NO. 1 MARKET IN THE SOUTH'S NO. 1 STATE

- 288,700 People *
- $271,683,000—Retail Sales
- $410,987,000—Buying Income

*Sales Management Survey of Buying Power; May 10, 1948

Saturated by the Stations Most People Listen To Most!

NBC
AFFILIATE

WSJS
AM WINSTON-SALEM FM
THE JOURNAL-SENTINEL STATIONS

Represented by
HEADLEY-REED COMPANY

DIRECTORY OF STANDARD BROADCASTING STATIONS OF THE UNITED STATES

*—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. SH—Specified Hours. U—Unlimited. CP—Construction Permit Issued.
LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.
(Data corrected to December 6, 1948)

NORTH DAKOTA

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel		Representativ Transc. Libra News Servic
BISMARCK	KFYR 1925	550 5,000	Meyer Bcstg. Co. 320 Broadway 468	NBC North-West	P. J. Meyer, Pres. F. E. Fitzsimonds, Gen. Mgr. Robert MacLeod, Coml. Mgr.	Cal Culver, Prog. Dir. & Prom. Mgr. Ivar Nelson, Chief Engr.	Blair Thesaurus SESAC UP
DEVILS LAKE	KDLR 1925	1240 250	KDLR Inc. 1025 3rd St. 1090	MBS Great Northern	Bert Wick, Pres., Gen. & Coml. Mgr. Wilbur Clemenson, Prog. Dir.	Richard Morritz, Chief Engr.	Walker World SESAC UP
DICKINSON	KDIX 1947	1230 250	Dickinson Radio Assn. 28 1st Ave. W. 348	KBS	Dr. P. J. Weir, Pres. Orville F. Burda, Gen. Mgr. E. A. Spear, Coml. Mgr.	W. M. Peterson, Prog. Dir. O. J. Narum, Prom. Mgr. Q. V. Prochaska, Chief Engr.	Standard AP
FARGO	KFGO 1948	790 5,000	Northern States Broadcasting Co. KFGO Bldg. 2-3291	ABC	Charles G. Burke, Gen. Coml. & Prom. Mgr. Dave Henley, Prog. Dir.	Wallace I. Bey, Chief Engr.	Raymer Standard, SESAC AP
FARGO	KVNJ 1948	900 1,000-D	Northwest Bcstg. Co. 217½ Broadway 2-3201	......	John Nystul, Pres. & Gen. Mgr.	G. L. Schoberg, Prog. Dir. Harry Vose, Chief Engr.	World Associated UP
FARGO	WDAY 1922	970 5,000	WDAY Inc. Black Bldg. 5357	NBC North-west	Earl C. Reineke, Pres. & Gen. Mgr. Jack Dunn, Sta. Mgr. Tom Barnes, Sales Mgr.	Ken Kennedy, Prog. Mgr. Roy Pedersen, Sales-Prom. Mgr. Julius Hetland Tech. Dir. Juline Savold, Chief Engr.	Free & Peter Thesaurus AP, UP
GRAND FORKS	*KFJM 1923	1440 1,000-LS 500-N ST-KILO	U. of North Dakota University Station 4-6211	......	Andrew J. Kochman, Jr., Prog. Dir.	Arnold Petrich, Chief Engr.	
GRAND FORKS	KILO 1941	1440 1,000-LS 500-N ST-KFJM	Grand Forks Herald, Inc. First Natl. Bank Bldg. 1200	CBS	M. M. Oppegard, Pres. Ralph Herbert, Sta. Mgr. & Prog. Dir.	Arnold Petrich, Chief Engr.	Avery-Knodel UP
GRAND FORKS	KNOX 1947	1400 250	Community Radio Corp. P.O. Box 1110 3500	MBS	Carroll E. Day, Pres. Ralph B. Maxwell, Gen. Mgr. Robert C. Lukkason, Coml. Mgr.	Charles E. Gustafson, Prog. Dir. William W. Hyvonen, Prom. Mgr. Frank A. Toomey, Chief Engr.	Walker World UP
JAMESTOWN 1	KSJB 1937	600 5,000	Jamestown Bcstg. Co. 422 S. W. 2nd St. 1600	CBS	John W. Boler, Pres. Don C. Clayton, Secy. Paul R. Heitmeyer, Gen. & Coml. Mgr.	Stan Bechtel, Prog. Dir. Ruth Johnson, Prom. Mgr. Robert Ridgway, Chief Engr.	Hollingbery World UP
MANDAN	KGCU 1928	1270 1,000-LS 250-N	Mandan Radio Assn. Inc. 200 Third Ave., N.W. 561	MBS Great Northern	W. S. Russell, Pres. M. J. Reichert, Gen. & Coml. Mgr.	Ray Barnett, Chief Engr.	Walker Lang-Worth AP
MINOT	KLPM 1929	1390 5,000-LS 1,000-N	Minot Bcstg. Co. Fair Block 1267	MBS Great Northern	John B. Cooley, Owner & Gen. Mgr. E. H. Cooley, Coml. Mgr.	James J. Hautman, Prog. Dir. Leslie E. Maupin, Prom. Mgr. C. W. Baker, Chief Engr.	Walker World UP
VALLEY CITY	KOVC 1936	1490 250	KOVC Inc. 312 Fifth Ave. 408W	MBS KBS Great Northern	Robert E. Ingstad, Pres., Gen. & Coml. Mgr. Robert E. Nelson, Prog. Dir.	Charles Sjostrom, Chief Engr.	UP
WILLISTON	KWBM 1947	1450 250	Williston Bcstg. Co. Williston 1450	......	James D. Mortwedt, Pres. A. L. Hellebust, Gen. Mgr.	William Brady, Coml. Mgr. Ray Kapp, Prog. Dir. George A. Howard, Jr., Chief Engr.	Holman World UP

"BRING ON THE CAVIAR, ELMIREY!"

ALL us North Dakota bumpkins in the Red River Valley live *extra good.* It's easy because our Effective Buying Income per family is $5599, against $4309 for the U.S.A. as a whole! (Sales Management, 1948.)*

Station WDAY is *the* radio station in the area . . . It's so doggone popular in the afternoon, for instance, that more than *FOUR HOMES TUNE TO WDAY* for every *ONE* that tunes to Station B!

Join the list of those who profitably use WDAY's 26-year knack for *impressing* and *selling* North Dakotans! Ask us or Free & Peters for *all the* facts—and availabilities.

* Personal incomes in North Dakota have increased 356% since 1940—the largest increase in the entire U.S. Average *national* increase has been 130%! *Enough said?*

WDAY

FARGO, N. D.

FREE & PETERS, INC. Exclusive National Representatives • **NBC** • **970 KILOCYCLES** • **5000 WATTS**

DIRECTORY OF STANDARD BROADCASTING STATIONS OF THE UNITED STATES

**—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. SH—Specified Hours. U—Unlimited. CP—Construction Permit Issued*
LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.
(Data corrected to December 6, 1948)

OHIO

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel		Representatives Transc. Library News Service
AKRON	WADC 1925	1350 5,000	Allen T. Simmons WADC Bldg. Jefferson 6165	CBS	Allen T. Simmons, Owner-Mgr. Robert B. Wilson, Asst. Mgr. Fred C. Bock, Coml. Mgr.	Harold Hageman, Prog. Dir. Secrest Williams, Prom. Mgr. John L. Wildermuth, Chief Engr.	Hollingbery Lang-Worth, Standard World UP, TP
AKRON 8	WAKR 1940	1590 5,000	Summit Radio Corp. First Natl. Tower Hemlock 6151	ABC	S. Bernard Berk, Pres. & Gen. Mgr. Roger C. Berk, Sta. Dir. Kenneth M. Keegan, Coml. Mgr.	Edward N. Talen, Prog. Dir. Eccles Huff, Prom. Mgr. Irwin L. Knopp, Chief Engr.	Weed Associated Capitol AP, UP
AKRON 8	WHKK 1945	640 1,000 L-KFI	United Bcstg. Co. 51 W. State St. Blackstone 7101	MBS	Sterling Graham, Pres. R. W. Richmond, Gen. & Coml. Mgr. Lew Henry, Prog. Dir.	George W. Mamas, Prom. Mgr. Jim Hill, Chief Engr.	Raymer Standard, Thesaurus AP
ASHTABULA	WICA 1937	970 1,000-D CP-5,000-LS 1,000-N	WICA Inc. 221 Center St. 26-221	......	R. B. Rowley, Pres. W. W. Walrath, Mgr. D. W. Fassett, Coml. & Prom. Mgr.	A. B. Newkirk, Prog. Dir. T. F. Searl, Chief Engr.	Lang-Worth UP
BELLAIRE	WTRF 1947	1290 1,000-D	Tri-City Bcstg. Co. The Skyline 1515	MBS	Robert W. Ferguson, Gen. Mgr. Frank Curtis, Prog. Dir.	George Cowen, Chief Engr.	Walker World, SESAC AP
CAMBRIDGE	WILE 1948	1270 1,000-D	Land O'Lakes Broadcasting Corp. 917 Beatty Ave. 3545	......	H. D. McClelland, Pres. Howard A. Donahoe, Gen. Mgr. & Prom. Mgr.	Richard F. Rose, Coml. Mgr. John R. Russell, Prog. Dir. Wesley C. Randles, Chief Engr.	World Capitol AP
CANTON	WAND 1947	900 500-D	P. C. Wilson 1414 12th St., N.E.	......	P. C. Wilson, Owner		Continental Associated
CANTON 2	WCMW 1946	1060 1,000-D	Stark Bcstg. Corp. 317 W. Tuscarawas St. 8219	......	Merlin R. Schneider, Pres. J. Leonard Taylor, Gen. Mgr.	Charles H. Girt, Jr., Chief Engr.	Thesaurus Lang-Worth Standard AP, INS
CANTON 2	WHBC 1925	1480 5,000	Ohio Bcstg. Co. 550 Market Ave. S. 7166	ABC	Roy D. Moore, Pres. Eugene Carr, Dir. of Radio Joseph K. Vodrey, Gen. Mgr. Robert C. Fehlman, Sta. Mgr.	Frank R. Proudfoot, Coml. Mgr. Cervis S. Brady, Prog. Dir. Julius Glass, Prom. Dir. Kenneth L. Sliker, Chief Engr.	Taylor-Borroff Capitol AP, UP
CHILLICOTHE	WBEX 1947	1490 250	Shawnee Bcstg. Co. 27 E. Second St. 2244	......	D. C. Summerford, Pres. J. Harry Callaway, Secy-Treas. Gen. Coml. & Prom. Mgr.	Collins J. Bell, Prog. Dir. Ralph Albers, Chief Engr.	Grant World UP
CINCINNATI 1	WOKY 1929	1530 50,000	L. B. Wilson Inc. Hotel Gibson Cherry 6565	......	L. B. Wilson, Pres. & Gen. Mgr. C. H. Topmiller, Sta. Mgr. & Chief Engr.	Bill Dawes, Prog. Dir.	World, Standard INS
CINCINNATI 2	WCPO 1924	1230 250	Scripps-Howard Radio Inc. Carew Tower Main 3314	MBS	Jack R. Howard, Pres. M. C. Watters, Gen. Mgr. John Patrick Smith, Coml. Mgr.	Glenn Clarke Miller, Prog. Dir. Doreen Cleveland, Prom. Mgr. Glen A. Davis, Chief Engr.	Branham Associated Lang-Worth Standard UP
CINCINNATI 6	WKRC 1923	550 5,000-LS 1,000-N	Radio Cincinnati Inc. Hotel Alms Woodburn 0550	CBS	Hulbert Taft, Jr., Mgng. Dir. H. E. Fast, Mgr. U. A. Latham, Sales Mgr.	Harvey Cary, Prog. Dir. Joel W. Stovell, Prom. Mgr. George Wilson, Chief Engr.	Katz Lang-Worth Standard AP, UP
CINCINNATI 2	WLW 1921	700 50,000	Crosley Bcstg. Corp. 140 W. Ninth St. Cherry 1822	NBC	James D. Shouse, Pres. R. E. Dunville, V.P. & Gen. Mgr. H. M. Smith, V.P. In Charge of Sales William P. Robinson, V.P. in Charge of Programs	David E. Partridge, Dir. Sales Prom. R. J. Rockwell, V.P. in Charge of Engr. Dwight Martin, V.P. & Asst. Gen. Mgr. James J. Cassidy, Dir. of Publ. & Publ. Rel.	WLW Sales Thesaurus UP, INS
CINCINNATI 2	WSAI 1923	1360 5,000	Buckeye Broadcasting 115 E. 4th St. Main 1068	ABC	Marshall Field, Owner Robert M. Sampson, Gen. Mgr. Robert H. Boulware, Coml. Mgr.	James Leonard, Prog. Dir. William Symons, Chief Engr. E. K. Bauer, Asst. Gen. Mgr.	Avery-Knodel Thesaurus Capitol, Standard UP
CLEVELAND 1	WGAR 1930	1220 50,000	The WGAR Bcstg. Co. Hotel Statler Prospect 0200	CBS	G. A. Richards, Chmn. of Board. Frank E. Mullen, Pres. John F. Patt, Gen. Mgr. Carl E. George, Coml. Mgr.	R. P. Merriden, Prog. Dir. Ted Boynton, Prom. Mgr. R. Morris Pierce, Chief Engr.	Petry Standard UP, INS
CLEVELAND 13	WHK 1921	1420 5,000	United Bcstg. Co. Terminal Tower Prospect 5800	MBS	Kenneth K. Hackathorn, Gen. Mgr. Jackson B. Maurer, Coml. Mgr. C. M. Hunter, Prog. Dir.	Paul Bairstow, Prom. Mgr. R. H. DeLany, Chief Engr.	Raymer Associated Lang-Worth AP
CLEVELAND 15	WJMO 1947	1540 1,000-D	WJMO Bcstg. Co. 2157 Euclid Ave. Superior 4424	......	W. J. Marshall, Pres. Dave Baylor, Gen. Mgr. Robert De Tchon, Coml Mgr.	Bob Athearn, Prog. Dir. Larry Shipley, Chief Engr.	Young Standard Capitol AP

WAKR

TOWERS OVER AKRON

A B C Network

5000 WATTS ★ DAY & NIGHT

For The Facts Call

WEED & CO.

National Representatives

Also Operating WAKR-FM 97.5 MC. or Channel 248

OHIO (Continued)

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel		Representatives Transc. Library News Service
CLEVELAND 15	WJW 1932	850 5,000	WJW Inc. 1375 Euclid Ave. Superior 0101	ABC	William M. O'Neil, Pres. Lawrence Webb, Asst. to the Pres. Frank H. Blumer, Sales & Sales Prom. Mgr.	Charles V. Hunter, Prog. Dir. Harold W. Waddell, Nat'l. Sales Mgr. Gerold G. Roberts, Chief Engr.	Headley-Reed Standard UP, TP
CLEVELAND 14	WTAM 1923	1100 50,000	National Bcstg. Co. 815 Superior Ave. Cherry 0942	NBC	Niles Trammell (NBC) Pres. John McCormick, Gen. Mgr. Harold Gallagher, Coml. Mgr. Chester Zohn, Prog. Dir.	Howard A. Barton, Prom. Mgr. S. E. Leonard, Chief Engr.	NBC Sales Thesaurus Associated Standard AP, UP
CLEVELAND HEIGHTS 18	WSRS 1947	1490 250	WSRS Inc. 2156 Lee Rd. Erieview 2005	......	S. R. Sague, Pres.		Forjoe World Lang-Worth SESAC AP
COLUMBUS 15	WBNS 1924	1460 5,000-LS 1,000-N	Radiohio Inc. 33 N. High St. Adams 9265	CBS	Richard S. Wolfe, Pres. Richard A. Borel, Gen. Mgr. W. I. Orr, Coml. Mgr.	Robt. D. Thomas, Natl. Sales Mgr. Geer Parkinson, Prog. Dir. Lester H. Nafzger, Chief Engr.	Blair Capitol, World AP
COLUMBUS 15	WCOL 1924	1230 250	The Pixleys East Broad at Young St. Main 4581	ABC	L. A. Pixley, Ptnr. Al. Albinger, Sta. Dir. Frank Tate, Prog. Dir.	Jack Maguire, Prom. Dir. Leo DeConnick, Chief Engr.	Headley-Reed Lang-Worth Associated AP, INS
COLUMBUS 15	WHKC 1921	610 5,000	United Bcstg. Co. 22 E. Gay St. Adams 1101	MBS	Sterling Graham, Pres. Carl M. Everson, Gen. Mgr. Harry H. Hoessly, Coml. Mgr.	John B. Moses, Prog. Dir. Juanita Wilcox, Prom. Mgr. William B. Minor, Chief Engr.	Raymer Associated Lang-Worth UP, INS
COLUMBUS 10	*WOSU 1922	820 5,000 L-LS, Dallas	The Ohio State U. O. S. U. Campus University 3143	......	Hoard L. Bevis, Pres. O.S.U. Robert C. Higgy, Dir. O.S.U.	William H. Ewing, Prog. Dir. Al J. Boggioni, Chief Engr.	Thesaurus AP, UP

WSRS

1490

Serving Greater Cleveland

NIGHT & DAY

"The Family Station"

Cleveland's Popular Full-Time Independent Radio Station

SAMUEL R. SAGUE
PRESIDENT

ERieview
2005

CEDAR & LEE RDS.
CLEVELAND 18, OHIO

1490

WJW
IMPORTANT!!!

LASS OF SERVICE DESIRED	
OMESTIC	CABLE
EGRAM	ORDINARY
LETTER	URGENT RATE
RIAL	DEFERRED
GHT LETTER	NIGHT LETTER

trons should check class of service ired; otherwise the message will be transmitted as a telegram or ordinary cablegram.

WESTERN UNION

1207

JOSEPH L. EGAN
PRESIDENT

$	CHECK
S	ACCOUNTING INFORMATIO
F	TIME FILED

end the following telegram, subject to the terms on back hereof, which are hereby agreed to

ADVERTISERS, UNLIMITED.
ANYWHERE, U.S.A.

HERE'S GOOD NEWS — STOP — WJW'S STANDARD NETWORK — FAMOUS FOR BROAD COVERAGE THROUGHOUT NORTHERN AND CENTRAL OHIO DURING CLEVELAND INDIAN BASEBALL BROADCASTS — NOW A PERMANENT ENTITY — STOP — WITH WJW AS ORIGINATING STATION THIS FIFTEEN STATION NETWORK OFFERS ADVERTISERS AN OUTSTANDING OPPORTUNITY TO REACH NORTHERN AND CENTRAL OHIO MARKET OF OVER 5 MILLION RADIO LISTENERS — STOP — STANDARD NETWORK OPEN TO ADVERTISERS FOR SPOT OR PROGRAM TIME — STOP — FOR DETAILS — WRITE WJW — CLEVELAND FIFTEEN, OHIO.

WJW — CLEVELAND'S CHIEF STATION

BILL O'NEIL, President

BASIC ABC Network

WJW
CLEVELAND

**850 KC
5000 Watts**

REPRESENTED NATIONALLY BY HEADLEY-REED COMPANY

OHIO (Continued)

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel		Representatives Transc. Library News Service
COSHOCTON	WTNS 1947	1560 1,000-D	Coshocton Bcstg. Co. 114 N. Sixth St. 1560	......	Bruce Wallace, Pres. & Gen. Mgr. Richard Athey, Coml. Mgr.	John Terry, Prog. Dir. James Sigman, Prom. Mgr. Ben Jones, Chief Engr.	Lang-Worth Standard SESAC UP
DAYTON 1	WHIO 1935	1290 5,000	Miami Valley Broadcasting Corp. 45 S. Ludlow St. Adams 2261	CBS	James M. Cox, Jr., Pres. Robert H. Moody, Gen. Mgr. Harvey R. Young Jr., Coml. Mgr.	Lester G. Spencer, Prog. Dir. Bud Baldwin, Prom. Mgr. Ernest L. Adams, Chief Engr.	Hollingbery Cummings Associated Standard Cole AP, UP, INS
DAYTON 2	WING 1921	1410 5,000	Great Trails Bcstg. Corp. 121 N. Main St. Adams 3288	ABC	Charles Sawyer, Pres. John Pattison Williams, Exec. V. P. Adna Karns, Gen. Mgr.	Arthur Martin, Prog. Dir. Jean Broome, Prom. Mgr. Lloyd House, Chief Engr.	Weed Lang-Worth Capitol AP
DAYTON	WONE (Construction permit)	980 5,000	Skyland Bcstg. Corp.	......	Ronald B. Woodyard, Pres.		
DEFIANCE	WONW (Construction permit)	1280 500-D	Defiance Bryan Paulding Bcstg. Co. Pauling, Ohio				
EAST LIVERPOOL	WLIO 1948	1570 1,000-D	Pottery Bcstg. Co. 6th & Walnut Sts. 5190	......	Earl D. Eisenhower, Pres. Paul G. White, Gen. Mgr.	Frank Schaefer, Chief Engr.	UP
ELYRIA	WEOL 1945	930 1,000	Elyria-Lorain Bcstg. Co. Elyria Savings & Trust Bldg. 2255	......	Roy W. Ammel, Pres. D. O. Thomas, V. P. Bert H. Koeblitz, Gen. Mgr. Virgil L. Schmit, Coml. Mgr.	Martin Bouhan, Prog. Dir. Harold Brinkman, Chief Engr.	Capitol Lang-Worth UP
FINDLAY	WFIN 1941	1330 1,000-D	Findlay Radio Co. 500½ S. Main St. 1330	KBS	Mrs. V. M. McDougle, Gen. Mgr. Allen P. Dudley, Prog. Dir.	Edgar C. Smith, Chief Engr.	Standard Lang-Worth SESAC, Cole INS
HAMILTON	WMOH 1944	1450 250	Fort Hamilton Broadcasting Co. Second Natl. Bank Bldg. 4-6543	MBS	Robert J. Briede, Pres. Joseph E. True, Gen. & Coml. Mgr. Don J. Meeks, Prog. Dir.	Don F. Volkman, Chief Engr.	Standard UP
LANCASTER	WHOK 1948	1320 500-D	Hocking Valley Bcstg. Corp. Memorial Dr. 4500	......	Dr. Nelson R. Embrey, Pres. Joseph G. Rockhold, Gen. Mgr. & Prog. Dir.	Charles Houston, Chief Engr.	World Cole AP
LIMA	WIMA 1948	1150 1,000	Northwestern Ohio Bcstg. Corp. 1216 National Bank Bldg.				
LIMA	WLOK 1936	1240 250	The Fort Industry Co. National Bank Bldg. 6-3411	NBC	George B. Storer, Pres. J. Robert Kerns, Mng. Dir. Harry Jay, Coml. Mgr.	Harley L. Lucas, Prog. Dir. J. Robert Kerns, Prom. Mgr. Darrel Hunter, Chief Engr.	Avery-Knodel Lang-Worth AP
MANSFIELD	WMAN 1939	1400 250	Richland Inc. 144½ Park Ave. W. 4235	ABC	J. M. O'Hara, Pres. & Gen. Mgr. Carl C. Kindt, Coml. & Prom. Mgr.	Harry C. Lytle, Prog. Dir. Wm. E. Morrison, Chief Engr.	Taylor-Borroff World UP
MARIETTA	WMOA 1946	1490 250	Marietta Bcstg. Co. P. O. Box 201 6383	MBS KBS	William G. Wells, Pres. Hugh M. P. Higgins, V. P. & Gen. Mgr. Aud Archer, Coml. Mgr.	Paul Nesper, Prog. Dir. Charles E. Clark, Chief Engr.	Lang-Worth UP
MARION	WMRN 1940	1490 250	Marion Bcstg Co.. P.O. Box 518 3226	ABC KBS	Robert T. Mason, Pres. & Gen. Mgr. Clark L. Dozer, Coml. & Prom. Mgr.	Don Brewer, Prog. Dir. Francis J. Peters, Chief Engr.	Thesaurus UP
MIDDLETOWN	WPFB 1947	910 1,000-LS 100-N	Paul F. Braden Central Ave. 2-3625	......	Paul F. Braden, Pres. & Gen. Mgr. C. R. Daly, Coml. Mgr.	Allen Jones, Prom. Mgr. Ray Brock, Chief Engr.	Cooke Lang-Worth SESAC AP
NEWARK	WCLT (Construction permit)	1430 500-D	Advocate Printing Co. 25 W. Main St.				
PIQUA	WPTW 1947	1570 250-D	Miami County Broadcasting Co. Inc. 1625 W. Covington Ave. 1420	......	Richard E. Hunt, Pres. & Gen. Mgr. Carroll M. Ball, Coml. Mgr.	George Gardiner, Prog. Dir. Byron F. London, Chief Engr.	Grant World SESAC AP
PORTSMOUTH	WPAY 1935	1400 250	Scioto Bcstg. Co. 1009 Gallia St. 1010	CBS	Roy D. Moore, Pres. Gerald F. Boyd, Gen. & Coml. Mgr.	Floyd M. Jackson, Prog. Dir. Carl P. Bodner, Prom. Mgr. Maurice L. Myers, Chief Engr.	Taylor-Boroff Lang-Worth AP

In 1949 . . .

WFMJ

AND

WFMJ-FM

WILL DO A BETTER JOB THAN EVER
OF COVERING

OHIO'S THIRD* MARKET

EARLY IN THE SPRING WFMJ WILL GO TO

5,000 watts 1390 kc AM

503,610 Families Within .5 M/V Contour

50,000 watts 105.1 mc FM

581,680 Families Within 50 Microvolt Contour

BASIC AFFILIATE AMERICAN BROADCASTING CO.

WFMJ

YOUNGSTOWN, OHIO

REPRESENTED NATIONALLY BY HEADLEY REED CO.

*Sales Management "Survey of Buying Power" 1948

OHIO (Continued)

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel		Transc. Library Representatives News Service
SANDUSKY	WLEC 1947	1450 250	Lake Erie Bcstg. Co. Cleveland Rd. & Huntington Sts. 5170	MBS	L. A. Pixley, Pres. A. E. Heiser, V.P. & Gen. Mgr. Louis E. Mahla, Coml. Mgr.	Jay Wagner, Prog. Dir. Don Dean, Prom. Mgr. George Buehrle, Chief Engr.	World, Lang-worth Thesaurus AP
SPRINGFIELD 35 ...	WIZE 1939	1340 250	Radio Voice of Springfield 115 W. High St. 3-4955	ABC	Charles Sawyer, Pres. J. P. Williams, Exec. V.P. Adna Karns, Gen. Mgr.	Robert G. Christol, Prog. Dir. Victor L. Bushong, Chief Engr.	Weed Standard Lang-Worth UP
SPRINGFIELD 58 ...	WJEL 1947	1600 500-D	Champion City Broadcasting Co. 101 N. Fountain Ave. 3-4676	KBS	Dr. D. J. Parsons, Pres. Frank N. Jones, Gen. Mgr.	Herbert H. Haley, Chief Engr.	Friedenberg Capitol Associated UP
SPRINGFIELD	WWSO 1947	1210 250-D	Radio Springfield Inc. Springfield 3-6488	......	Gus Sun, Pres. Lin Mason, Gen. & Coml. Mgr.	Virginia Bennett, Prog. Dir. & Prom. Mgr. Robert Cory, Chief Engr.	McGeehan & O'Mara World Thesaurus M. M. Cole, AP
STEUBENVILLE	WSTV 1940	1340 250	The Valley Bcstg. Co. Exchange Realty Bldg. 2-6265	MBS	Jack N. Berkman, Pres. John J. Laux, Gen. Mgr. Joseph M. Troesch, Tech. Dir.	George H. Wilson, Prog. Dir. Charles S. Shepherd, Chief Engr.	McGillvra Lang-Worth UP
TOLEDO 4	WSPD 1921	1370 5,000	The Fort Industry Co. 136 Huron St. Adams 3175	NBC	George B. Storer, Pres. E. Y. Flannagan, Mgng. Dir. & V.P. in Charge WSPD Westford Shannon, Coml. Mgr.	Glenn Jackson, Prog. Dir. O. William Myers, Prom. Mgr. William Stringfellow, Chief Engr.	Katz Thesaurus Standard Lang-Worth AP, UP, INS
TOLEDO 4	WTOD 1945	1560 1,000-D	Unity Corp. 515 Madison Ave. Garfield 5551	......	Edward Lamb, Owner Sunne Miller, Gen. & Prom. Mgr., Prog. Dir.	Charles Smith, Coml. Mgr. Robert Sowers, Chief Engr.	Young Lang-Worth Standard AP

MR. TIME BUYER . . .

WLEC *has Everything*

MUTUAL
IN
SANDUSKY
OHIO

IN A

5 PLUS MARKET

FROM TOLEDO TO CLEVELAND AND SOUTH
AT

WLEC IN SANDUSKY, OHIO

MAIL COUNT — 10 MONTHS — 20,607

"One of America's Oldest Stations"

FIRST!

In Akron, Ohio

BASIC

CBS

NETWORK

WADC

24 YEARS

5000 WATTS

Owner-Operator
ALLEN T. SIMMONS

National Representative
GEORGE P. HOLLINGBERY CO.

"With Over 2,000,000 Friends"

OHIO (Continued)

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel		Representatives Transc. Library News Service
TOLEDO 2	WTOL 1938	1230 250	Community Bcstg. Co. Bell Building Adams 3291	ABC	Frazier Reams, Pres. Thomas S. Bretherton, Gen. Mgr. Morton Neipp, Coml. Mgr.	Karl R. Nelson, Prog. Dir. Walton Osborn, Prom. Mgr. Harold Holmes, Chief Engr.	Raymer World AP, UP
WARREN	WRRN 1941	1400; CP-1440 250; CP-5,000	Nied & Stevens Inc. 108 Main St. 2212-9	MBS	Perry H. Stevens, Pres. Frank T. Nied, V.P. Gen. & Coml. Mgr.	Anthony Ross, Prog. Dir. Robert V. Kinney, Chief Engr.	McGillvra Lang-Worth SESAC AP
WOOSTER	WWST 1947	960 500-D	Wooster Republican Ptg. Co. Wooster 760	......	R. E. Dix, Pres. E. B. Evans, Gen. Mgr. Keith S. Gordon, Coml. Mgr.	James Rowe, Prog. Dir. C. R. Grunder, Chief Engr.	Standard World AP
WORTHINGTON	WRFD 1947	880 5,000-D	Peoples Broadcasting Corp. of Ohio Worthington 2-6254	......	James E. West, Pres. Edgar Parsons, Gen. Mgr. Joseph D. Bradshaw, Coml. & Prom. Mgr.	William E. Meredith, Prog. Dir. Royce Woodward, Chief Engr.	Rural Radio Standard Lang-Worth AP, INS
YOUNGSTOWN	WBBW (Construction permit)	1240 250	Mahoning Valley Bcstg. 1000 City Bank Bldg.				
YOUNGSTOWN	WFMJ 1939	1450; CP-1390 250; CP-5,000	WFMJ Bcstg. Co. 101 W. Boardman St. 3-4121	ABC	William F. Maag, Pres. & Gen. Mgr. Phil Wood, Natl. Sales Mgr. & Prom Mgr. L. E. Nasman, Local Sales Mgr.	R. B. Mackall, Prog. Dir. F. A. Dieringer, Chief Engr.	Headley Reed Thesaurus Standard AP, UP
YOUNGSTOWN 3 ...	WKBN 1926	570 5,000	WKBN Bcstg. Corp. 17 N. Champion St. 4-2122	CBS	William P. Williamson, Pres. & Gen. Mgr. J. L. Bowden, Sta. Dir.	Baldwin Harper, Prog. Dir. Howard Rempes, Prom. Mgr. B. T. Wilkens, Chief Engr.	Raymer Lang-Worth World UP
ZANESVILLE	WHIZ 1924	1240 250	Southeastern Ohio Bcstg. System Inc. Lind Arcade 6000	NBC	Clay Littick, Pres. Vernon A. Nolte, Gen. Mgr. Nate Milder, Coml. Mgr.	Robert Maley, Prog. Dir. & Prom. Mgr. Elmer Hartmeyer, Chief Engr.	Pearson Capitol AP

AM + FM IN 1949

AT

WMRN

MARION, OHIO

More than 250,000 listeners in seven rich Ohio counties will receive FM this year from the same station they have come to depend on for community leadership and service. Salesminded WMRN broadcasts saturate a seven-county Ohio market with an estimated buying power of $200,000,000 annually. The addition of FM to WMRN's long list of community services means even more sales for products promoted to this prosperous audience that listens to WMRN because it prefers to.

WMRN The Marion Broadcasting Company
Marion, Ohio

AN AFFILIATE OF THE AMERICAN BROADCASTING COMPANY

YOU WON'T SEE IT ON OUR RATE CARD, BUT IT'S DOLLARS IN YOUR PURSE . . .

RESPONSE

A really responsive audience, we mean. Youngstown is a radio town. *Youngstown listens 30.8% above the national average.* From 12 noon to 6:00 p.m. the national average sets-in-use was 18.3%. The Youngstown average: 26.2%.* Most important — the evenings hours — from 6:00 p.m. to 10:00 p.m. — the national average was 31.6%.* Youngstown: 38.2%.*

RATINGS

Rate cards don't mention ratings, either. *Yet WKBN ratings are 89.1% * above the national average!* — a total of 353.4 bonus Hooperating points on 49 CBS Hooperated shows. In fact, *every* CBS show Hooperated on WKBN had a higher-than-national rating — actually an average of 7.2 bonus points per program.

RATES

. . . *a nighttime audience at daytime rates.* The pluses above won't be found on our rate card. But because they're there, you get one of the nation's best buys — in one of the nation's 25 largest markets. However you figure your Youngstown investment — cost per listener, radio families, Hooperatings — WKBN delivers virtually *a nighttime audience at daytime rates.*

WKBN's rating record is a challenge to us. You may be sure that we'll work hard to keep your show high over Hooper in Youngstown.

* Source: Youngstown, Ohio, Fall-Winter Report, October 1947 thru February 1948 of C. E. Hooper, Inc.

WKBN

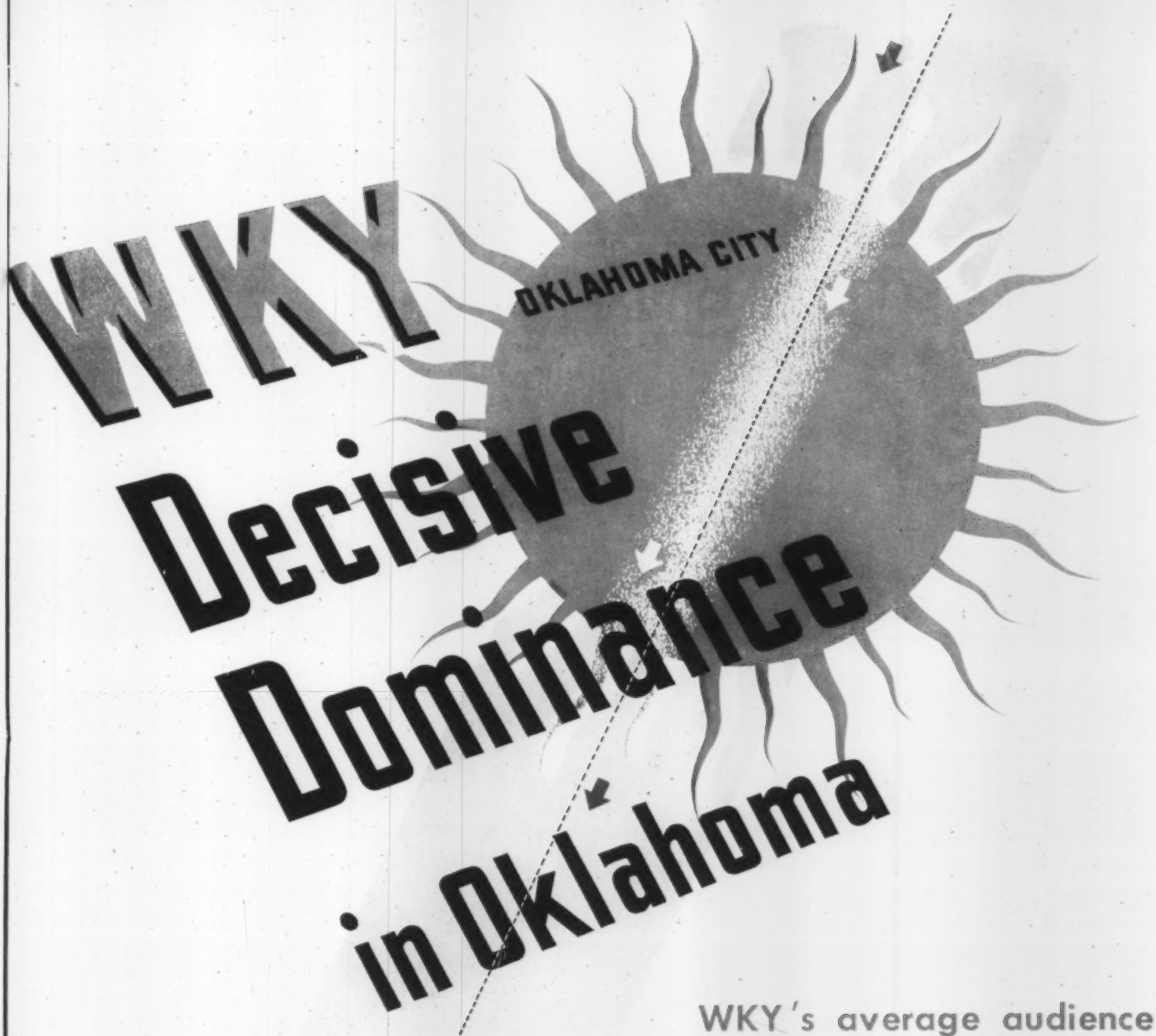
COLUMBIA BROADCASTING SYSTEM
YOUNGSTOWN, OHIO
5000 WATTS • 570 K. C.

Represented by
RAYMER

•—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. SH—Specified Hours. U—Unlimited. CP—Construction Permit Issued.
LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.
(Data corrected to December 6, 1948)

OKLAHOMA

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel		Representatives Transc. Library News Service
ADA	KADA 1934	1230 250	Dr. C. C. Morris First Natl. Bank Bldg. 12	ABC Oklahoma	Dr. C. C. Morris, Pres. Bill Hoover, Gen. & Coml. Mgr.	Jerry Folsom, Prog. Dir. Betty Hughes Nolen, Prom. Mgr. Harold Walker, Chief Engr.	Taylor-Boroff Standard AP
ALTUS	KWHW 1946	1450 250	Altus Bcstg. Co. Inc. Altus 1405	MBS KBS	Frank E. Wimberly, Pres. & Gen. Mgr.	Lewis C. Fielden, Coml. Mgr. Ernest Baucum, Chief Engr.	Rural Radio Capitol AP
ARDMORE	KVSO 1935	1240 250	John F. Easley 1612 N. Washington 3030	ABC KBS Oklahoma	John F. Easley, Pres. Albert Reisen, Gen. Mgr.	Dolly Dutton, Prog. Dir. William E. Kolb, Chief Engr.	Taylor-Boroff Associated SESAC AP
BARTLESVILLE	KWON 1942	1400 250	Bartlesville Bcstg. Co. Union Natl. Bank Bldg. 1400	MBS	J. Fred Case, Pres., Gen. & Coml. Mgr. Roy Small, Prog. Dir.	John Collins, Prom. Mgr. Doyle M. Vinson, Chief Engr.	Standard AP
CHICKASHA	KWCO 1946	1560 250-D	Washita Valley Bcstg. Corp. Chickasha 2899	MBS KBS	George C. Robinson Jr., Pres. & Chief Engr. James B. Quattlebaum, Gen. Mgr.	Len Lyon, Coml. Mgr. George Miller, Coml. Mgr.	Continental AP
CLINTON	KWOE (Construction	1320 1,000-D permit)	Western Oklahoma Broadcasting Co.				
DUNCAN	KRHD 1947	1350 250-LS 100-N	Duncan Bcstg. Co. P. O. Box 1192 1350	MBS	R. H. Drewry, Owner J. P. Burnett, Gen. & Coml. Mgr.	Bob Prausa, Prog. Dir. Jack Wilson, Prom. Mgr. Gene Billington, Chief Engr.	Capitol UP
DURANT	KSEO 1947	750 250-D	Bennett Story R. F. Story } Partners 129½ N. Third Ave. 102	KBS	Bennett Story R. F. Story } Partners Weldon Stamp, Gen. Mgr.	Leroy Moses, Coml. Mgr. Cecile Elkins, Prog. Dir. Bill Watters, Chief Engr.	Thesaurus AP
EL RENO	KCHE 1948	1590 500-D	KCHE Inc. First Natl. Bank Bldg. 2438	......	Ross K. Prescott C. C. Woodson } Owners	Jack Cecil, Gen. Mgr. C. H. Stanford, Chief Engr.	Standard UP
ELK CITY	KASA 1932	1240 250	Southwest Bcstg. Co. Casa Grande Hotel 730	MBS KBS	Lonnie J. Preston, Pres. V. M. Preston, Gen. Mgr.	John Carmen, Prog. Dir. George Fenter, Chief Engr.	Walker Standard UP
ENID	KCRC 1929	1390 1,000	Enid Radiophone Co. Broadway Tower 447	ABC Oklahoma	Lucy M. Garber, Pres. Milton B. Garber, Gen. Mgr. H. P. Hale, Coml. Mgr.	Edith Longley, Prog. Dir. Mary Ellen Mitchell, Prom. Mgr. Murray D. Coleman, Chief Engr.	Taylor-Borroff Standard AP
FREDERICK	KTAT 1948	1570 250-D	Frederick Bctsg. Co. Main & Grand	......	J. D. Jones, Jr. Ronald W. Wheeler Winston A. Jones } Partnership	Ronald W. Wheeler, Gen. & Coml. Mgr. Mary Wheeler, Prog. Dir. Evelyn A. Jones, Prom. Mgr. J. D. Jones, Jr., Chief Engr.	World UP
GUYMON	KGYN 1948	1220 1,000-D	Plains Bcstg. Co. 21st & Lelia Sts.	......	T. M. Raburn Jr., Pres. & Mgr. J. A. Burke, Chief Engr.		Rural Radio UP
HOBART	KTJS 1947	1420 250-D	T. J. Shriner 315 E. 11th St. 1070	KBS	T. J. Shriner, Pres. & Coml. Mgr. M. J. Shriner, Gen Mgr	Jack Wickizer, Prog. Dir. John W. Adams, Prom. Mgr. Doyle Vinson, Chief Engr.	
HUGO	KIHN 1948	1340 250	Little Dixie Bcstg. Co. Hugo 1141	MBS	George Malone, Pres. Kruger E. Muse, Gen. & Coml. Mgr.	Carl B. Adams, Prog. Dir. Milo Holtberg, Chief Engr.	Lang-Worth AP
LAWTON	KSWO 1941	1380 1,000	Oklahoma Quality Bcstg. Co. P. O. Box 699 1380	ABC Oklahoma	R. H. Drewry, Pres. Allan Page, Gen. Mgr. E. N. Ashlock, Coml. Mgr.	Morgan Roberts, Prog. Dir. P. N. Goode, Prom. Mgr. W. E. Billington, Chief Engr.	Taylor-Borroff Standard UP
McALESTER	KTMC 1946	1400 250	J. Stanley O'Neill Washington & First Sts. 2411	ABC Oklahoma	J. Stanley O'Neill, Owner & Gen. Mgr. James Q. Duke, Coml. Mgr.	Bob White, Prog. Dir. & Prom. Mgr. Robert Schlib, Chief Engr.	Taylor-Borroff Standard AP
MIAMI	KGLC 1948	910 1,000	Miami Bcstg. Co. Miami Hotel 2080	......	John H. Giffin, Pres. Wallace R. Dunn, Gen. Mgr. Robert Stoner, Coml. Mgr.	Dick Moon, Prog. Dir Louis Stone, Chief Engr.	Standard AP
MUSKOGEE	KBIX 1936	1490 250	Oklahoma Press Pub. Co. Barnes Bldg. 302	ABC Oklahoma	Tams Bixby Jr., Pres. Paul A. Bruner, Sta., Coml. & Prom. Mgr.	Mavis Rogers, Prog. Dir. Earl H. Graves, Chief Engr.	Taylor-Borroff UP
MUSKOGEE	KMUS 1948	1380 1000-LS 500-N	Eastern Okla. Bcstg. Corp. 412½ Court St. 656	MBS	Ben Childers, Pres. Virgil G. Evans, Gen. & Prom. Mgr. Glen Travis, Coml. Mgr.	Joanne Rygel, Prog. Dir. Duane Hoisington, Chief Engr.	Lang-Worth UP
NORMAN	•WNAD 1920	640 1,000-D	U. of Oklahoma Norman 900	......	John W. Dunn, Gen. Mgr. William S. Morgan, Prog. Dir.	Mima Smethers, Prom. Mgr. Remy Perot, Chief Engr.	Standard AP
OKLAHOMA CITY 3	KBYE 1947	890 1,000-D	State Bcstg. Co. 108 N.W. 9th St. 3-2323	......	A. Earl Cullum Jr., Pres. Frank J. Lynch, V.P. & Gen. Mgr. Hugh Finnerty, Prom. Mgr.	Oliver C. Brown, Jr., Coml. Mgr. M. A. Bryan, Prog. Dir. Clyde S. Mosteller, Chief Engr.	Branham Lang-Worth UP
OKLAHOMA CITY 9	KLPR 1947	1140 1,000-D	Okla. City Bcstg. Co. 132½ W. Commerce St. 3-6358	......	Byrne Ross, Owner & Gen. Mgr. B. M. Wells, Coml. Mgr. Billie D. Turquette, Prog. Dir.	Mary K. Wells, Prom. Mgr. Jack Richmond, Chief Engr.	Associated Cole AP


WKY
OKLAHOMA CITY
Decisive
Dominance
in Oklahoma

WKY's average audience

is 4.2 times that of its

nearest competitor

WKY

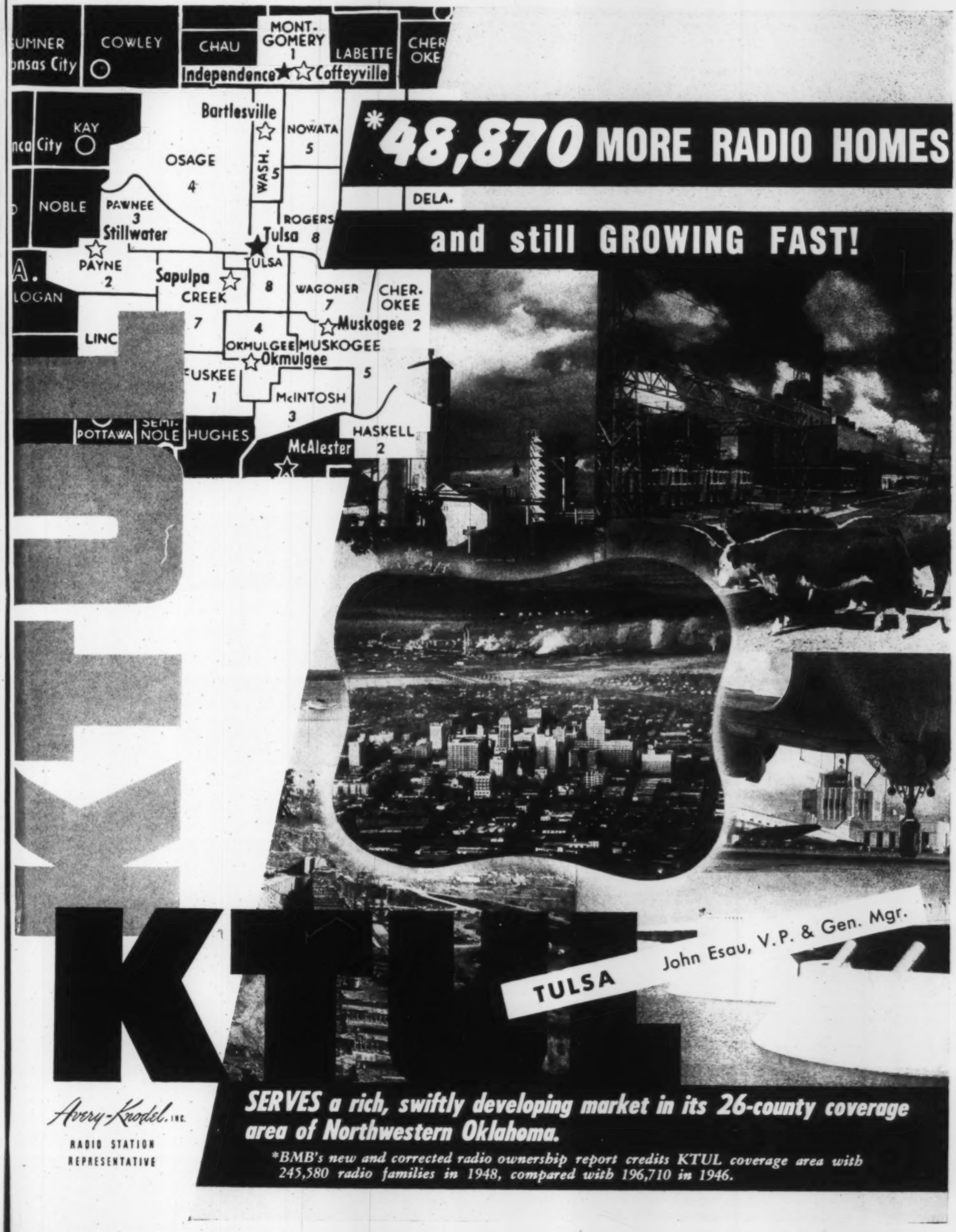
● ***Ask a Katz Man for Details***

OKLAHOMA CITY

Owned and Operated by The Oklahoma Publishing Company: The Daily Oklahoman — Oklahoma City Times — The Farmer-Stockman
KVOR, Colorado Springs — KLZ, Denver, *(Affiliated Management)* — Represented by The Katz Agency, Inc.

OKLAHOMA (Continued)

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel		Representatives Transc. Library News Service
OKLAHOMA CITY 3	KOCY 1922	1340 250	Plaza Court Bcstg. Co. Plaza Court Bldg. 3-4333	MBS	John D. Thomas, Pres. Matthew H. Bonebrake, Gen. Mgr. George Collisson, Coml. Mgr.	John Steele, Prom. Mgr. Wishard Lemons, Prog. Dir. Royden Freeland, Chief Engr.	Walker Standard Thesaurus AP
OKLAHOMA CITY 1	KOMA 1927	1520 50,000	KOMA Inc. Biltmore Hotel 2-3291	CBS	John Toole Griffin, Pres. J. J. Bernard, Gen. Mgr. Webster L. Benham, Coml. Mgr.	Robert M. Eastman, Prog. Dir. Raymond Ruff, Prom. Mgr. Morris W. Thomas, Chief Engr.	Avery-Knodel Capitol Standard SESAC UP
OKLAHOMA CITY 2	KTOK 1927	1400; CP-1000 250; CP-5,000-LS 1,000-N	KTOK Inc. 2004 Apco Tower 3-8352	ABC Oklahoma	Robert D. Enoch, Gen. Mgr. Frank J. Lynch, Coml. Mgr.		Taylor-Borroff
OKLAHOMA CITY 2	KTOW 1948	800 .250-D	Sooner Bcstg. Co. 3300 Apco Tower 79-2604	......	Carl E. Harmon, Dir. of Opns. & Coml. Mgr.	Ollie D. Cook, Prog. Dir. Charles Sheaffer, Chief Engr.	World SESAC UP
OKLAHOMA CITY 2	WKY 1922	930 5,000	WKY Radiophone Co. Skirvin Tower 3-4306	NBC	E. K. Gaylord, Pres. P. A. Sugg, Gen. Mgr. Leo Howard, Coml. Mgr.	Paul Brawner, Prog. Dir. Gene White, Prom. Mgr. H. J. Lovell, Chief Engr.	Katz Associated Standard AP, UP
OKMULGEE	KHBG 1937	1240 250	Okmulgee Bcstg. Corp. Petroleum Bldg. 3646	MBS KBS	Tim Carroll, Gen. Mgr.	Nova Clarke, Prog. Dir. J. H. Smith, Chief Engr.	Taylor-Borroff Lang-Worth UP
PAULS VALLEY	KVLH 1947	1470 250-D	KVLH Bcstg. Co. Pyeatt Bldg. 1039	KBS	James T. Jackson, Pres. Phil Crenshaw, Mgr	George Rountree, Chief Engr. H. Edward Walker, Coml. Mgr.	Griffith World UP
PONCA CITY	WBBZ 1927	1230 250	Adelaide L. Carrell 615 W. Grand Ave. 3200	MBS	Adelaide Lillian Carroll, Mgng. Dir. & Gen. Mgr. Harold E. Goodman, Coml. & Prom. Mgr. & Prog. Dir.	Olen E. Marshall, Chief Engr.	Thesaurus AP
SEMINOLE	KSMI 1948	1260 500-D	Tom Potter Box 1351 1260	MBS	Tom Potter, Owner Jon B. Wagner, Gen. Mgr. Dale E. Porter, Coml. Mgr.	Bill Monroe, Prog. Dir. Carl E. McDaniel, Prom. Mgr. Warren W. Abbott, Chief Engr.	Capitol SESAC UP
SHAWNEE	KGFF 1930	1450 250	KGFF Bcstg. Co. Inc. Aldridge Hotel 4390	ABC Oklahoma	Oscar S. Stauffer, Pres. Roy J. Bowman, Gen. Mgr. Helen Henderson, Coml. & Prom. Mgr.	William A. Weaver, Prog. Dir. Edwin A. Moore, Chief Engr.	Taylor-Boroff Lang-Worth UP
STILLWATER	KSPI 1947	780 250-D	Stillwater Publishing Co. P. O. Box 231 1831	MBS	C. R. Bellatti, Pres. L. F. Bellatti, Gen. Mgr. Kenneth Vanderver, Coml. Mgr.	Bracton Combs, Prog. Dir. Paul McCollum, Chief Engr.	Burke, Kuipers & Mahoney World UP
TULSA 3	KAKC 1946	1570 1,000-D	Public Radio Corp. 412 E. 5th St. 4-2401	......	Sam E. Avey, Pres.-Treas. Glenn Condon, V. P. & Gen. Mgr. James L. Neal, Asst. Gen. Mgr. & Coml. Mgr.	Bill Davis, Prog. Dir. Jack Evans, Prom. Mgr. M. M. Donley, Chief Engr.	Walker Lang-Worth AP
TULSA	KFMJ 1946	1050 1,000-D	Fred Jones Bcstg. Co. Alvin Hotel 5-5555	......	Fred Jones, Pres. Lawson Taylor, Gen. Mgr.	Jack Betz, Coml. Mgr. Nathan Wilcox, Chief Engr.	Forjoe World Standard UP
TULSA 3	KOME 1938	1340; CP-1300 250; CP-5000-LS 1000-N	Oil Capitol Sales Corp. 8th & Main 3-4121	ABC-MBS Oklahoma	Harry Schwartz, Pres. Dick Campbell, Gen. Mgr. J. Howard Engle, Coml. Mgr.	George Price, Prog. Dir. Larry Robertson, Prom. Mgr. Roy Brown, Chief Engr.	Taylor-Borroff Standard AP
TULSA 1	KTUL 1934	1430 5,000	Tulsa Bcstg. Co. Boulder-on-the-Park 2-3191	CBS	John Tool Griffin, Pres. John Esau, V. P. & Gen. Mgr. L. A. Blust Jr., Coml. Mgr.	Karl Janssen, Prog. Dir. George Ketcham, Prom. Mgr. Robert E. Snider, Chief Engr.	Avery-Knodel Capitol Lang-Worth Standard UP
TULSA 3	KVOO 1926	1170 50,000	Southwestern Sales Corp. 2104 Philtower Bldg. 2-2254	NBC	W. G. Skelly, Owner P. Q. Proctor, Pres. William B. Way, V. P. & Gen. Mgr.	Gustav K. Brandborg, Coml. Mgr. F. M. Randolph, Prog. Dir. Theodore A. Walters, Prom. Mgr. L. Watt Stinson, Chief Engr.	Petry Standard UP, INS
WOODWARD	KSIW 1947	1450 250	Woodward Bcstg. Co. 22nd & Cedar Sts. 1450	MBS	Dave D. Price, Pres. James L. Todd, Gen. Mgr.	Robert E. Davis, Chief Engr.	Lang-Worth Cole AP


UMNER
nsas City
COWLEY
CHAU
MONT-GOMERY
1
Independence
Coffeyville
LABETTE
CHER OKE
KAY
nca City
Bartlesville
NOWATA
5
OSAGE
4
WASH.
5
DELA.
NOBLE
PAWNEE
3
Stillwater
ROGERS
Tulsa
8
TULSA
8
A.
LOGAN
PAYNE
2
Sapulpa
CREEK
7
WAGONER
7
CHER. OKEE
Muskogee 2
LINC
4
OKMULGEE
Okmulgee
MUSKOGEE
5
FUSKEE
1
McINTOSH
3
POTTAWA
SEMI-NOLE
HUGHES
McAlester
HASKELL
2

*48,870 MORE RADIO HOMES

and still GROWING FAST!

KTUL

TULSA John Esau, V.P. & Gen. Mgr.

***SERVES** a rich, swiftly developing market in its 26-county coverage area of Northwestern Oklahoma.*

Avery-Knodel, Inc.
RADIO STATION REPRESENTATIVE

**BMB's new and corrected radio ownership report credits KTUL coverage area with 245,580 radio families in 1948, compared with 196,710 in 1946.*

DIRECTORY OF STANDARD BROADCASTING STATIONS OF THE UNITED STATES

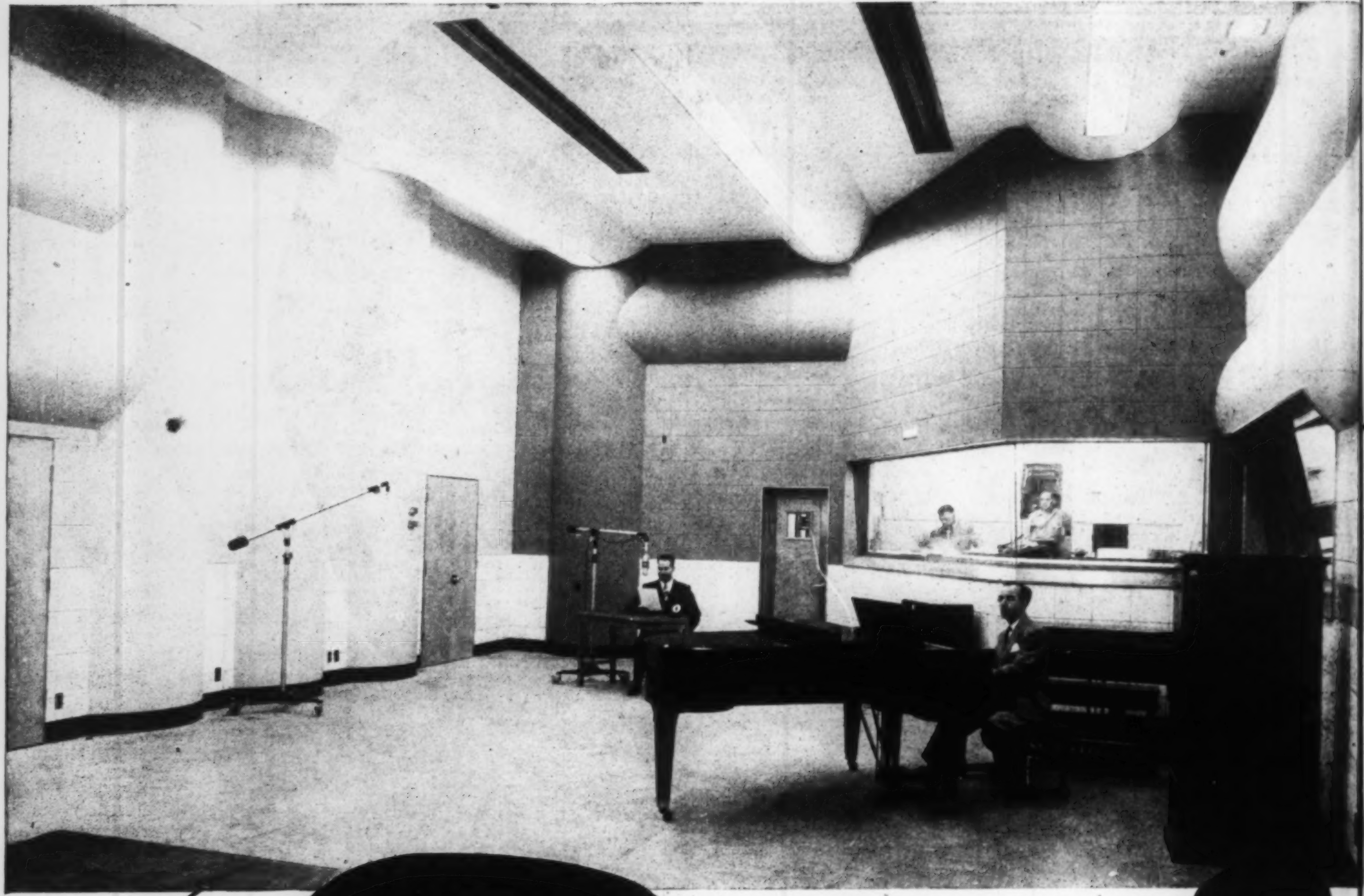
**—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. SH—Specified Hours. U—Unlimited. CP—Construction Permit Issued*
LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.
(Data corrected to December 6, 1948)

OREGON

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel		Representatives Transc. Library News Service
ALBANY	KWIL 1941	1240 250	Central Willamette Bcstg. Co. Queen Ave. & Elm Sts. 1234	MBS Don Lee	W. L. Jackson, Pres. Chet Wheeler, Gen. Mgr. Warren Stoffer, Coml. Mgr.	LeRoy Jolley, Prog. Dir. Derwood Smith, Prom. Mgr. Herb Davidson, Chief Engr.	Keating World Standard UP
ASHLAND	KWIN 1946	1400 250	Rogue Valley Bcstg. Co. Inc. 1160 Helman St. 2-1351	KBS	M. S. Hamaker, Pres. Edward B. Barnett, Gen. Mgr.	Al Wilmer, Coml. Mgr. Charles B. Fields, Prog. Dir. Ralph S. Click, Chief Engr.	Keating Griffith World Standard Capitol AP
ASTORIA	KAST 1935	1230; CP-1370 250; CP-1,000	Astoria Bcstg. Co 9th & Commercial Sts. 795	MBS KBS Don Lee	L. E. Parsons, Mgr.		
BAKER	KBKR 1939	1490 250	Inland Radio Inc. First & Court Sts. 140	KBS	Lee W. Jacobs, Pres. Kenneth B. Lockwood, Gen. & Coml. Mgr.	Kenneth F. Holden, Prog. Dir. Milton L. Levy, Prom. Mgr. Frank D. Knox, Chief Engr.	World UP
BEND	KBND 1938	1340 250	Central Oregon Bcstg. Co. 1101 Wall St. 848	MBS KBS Don Lee	Frank H. Loggan, Pres., Gen. & Prom. Mgr. W. H. Barton, Coml. Mgr.	Kessler Cannon, Prog. Dir. R. W. Dickinson, Chief Engr.	Grant Lang-Worth UP
COOS BAY	KOOS 1928	1230 250	KOOS Inc. Hall Bldg. 432	MBS	Sheldon F. Sackett, Pres. Fred F. Chitty, Gen. Mgr. Hal. K. Shade, Sta. Mgr.	Jack Irvine, Coml. Mgr. Sara Spaugh, Prog. Dir. Roger Spaugh, Chief Engr.	World UP
COQUILLE	KWRO 1948	1450 250	KWRO Broadcasters Box 359, Coos Bay, Oregon 396	KBS	Wm. E. Walsh } Walter L. Read } Partners Walter L. Read, Gen. Mgr. & Chief Engr. Robert W. Harris, Chief Engr.	Ralph Brown, Prog. Dir. William Cook, Prom. Mgr.	Gene Grant Associated Cole, SESAC AP
CORVALLIS	*KOAC 1922	550 5,000	Oregon State Agric. College Corvallis 526	......	Paul C. Packer, Chancellor, State System of Higher Education James M. Morris, Prog. Mgr.	Grant S. Feikert, Chief Engr.	UP
CORVALLIS	KRUL 1947	1340 250	Pacific States Radio Co. 1221 S. 15th 1504	KBS	J. C. Haley, Pres. Arthur T. Shields, Gen. & Coml. Mgr. C. W. Peck, Prog. Dir.	Corinne Kopp, Prom. Mgr. J. C. Haley Jr., Chief Engr.	Grant, Keating Lang-Worth Cole AP
THE DALLES	KODL 1940	1230 250-LS 100-N	Western Radio Corp. Scenic Dr 2300	KBS	V. B. Kenworthy, Pres. Paul E. Walden, Gen. Mgr.		Griffith Keating
EUGENE	KASH 1944	1600 1,000	Radio Air Ways Inc. P. O. Box 1600 4595	KBS	Erven L. Kincaid, Pres. & Gen. Mgr. Bruce Nidever, Prog. Dir.	Clare Mattingly, Prom. Mgr. William R, Riley, Chief Engr.	Gene Grant Standard Thesaurus UP
EUGENE	KORE 1927	1450 250	Lane Bcstg. Co. Box 1032 3	MBS Don Lee	Glenn E. McCormick, Dir. Lee Bishop, Sta. Mgr.		Keating McKinney World, AP
EUGENE	KUGN 1946	1400 250	Valley Bcstg. Co. P. O. Box 1400 2800	ABC	C. H. Fisher, Pres. S. W. McCready, Gen. Mgr. L. N Young, Coml. Mgr.	Robert R. Whitely, Prog. Dir. Lester S. Ready Jr., Prom. Mgr. John E. Boren, Chief Engr.	Grant McHugh Lang-Worth AP
GRANTS PASS	KUIN 1939	1340 250	Southern Oregon Bcstg. Co. P. O. Box 148 4477	MBS Don Lee	Wm. B. Smullin } Gen. E. A. Malone } Mgrs. G. E. Nickell, Coml. Mgr.	J. T. Sivert, Prog. Dir. N. L. Williams, Chief Engr.	Grant World MacGregor AP
KLAMATH FALLS ..	KFJI 1922	1240; CP-1150 100; CP-1000	KFJI Broadcasters Second & Main 5155	MBS	W. D. Miller, Pres. & Gen. Mgr. Jack Keating, Coml. & Prom. Mgr.	Dick Maguire, Prog. Dir. William P. Grimes, Chief Engr.	Grant Keating World UP
KLAMATH FALLS ..	KFLW 1946	1450; CP-1240 250	Herald Publishing Co. Box 941 8115	ABC	Frank Jenkins, Pres. Bud Chandler, Gen. Mgr. Max Frye, Coml. Mgr.	Marjorie Eagle, Prog. Dir. Fannette Hodges, Prom. Mgr. Gilbert Walker, Chief Engr.	McKinney Griffith McHugh Thesaurus AP
LA GRANDE	KLBM 1938	1450 250	Inland Radio Inc. Old Oregon Trail 220	KBS	Lee W. Jacobs, Pres. John G. Jones, Gen. Mgr. Ken Lillard, Coml. Mgr.	Marjorie Pierce, Prog. Dir. Murray M. Durham, Chief Engr.	Lang-Worth UP
McMINNVILLE	KMCM (Construction	1260 1,000-D permit)	McMinnville Bcstg. Co. 4th & Evans Sts.				

OREGON—(Continued)

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel		Representatives Transc. Library News Service
MEDFORD	KMED 1926	1440 5,000-LS 1,000-N	Mrs. W. J. Virgin Ross Lane 4000	NBC	Mrs. W. J. Virgin, Owner & Gen. Mgr. James J. Dunlevy, Coml. Mgr.	Gladys La Mar, Prog. Dir. John S. Duffy, Prom. Mgr. Victor M. Califf, Chief Engr.	Standard UP
MEDFORD	KYJC 1947	1230 250	Medford Printing Co. Barnett Road 9200	......	Robert W. Ruhl, Pres. Colin R. Matheny Gen. & Coml. Mgr.	John Ahern, Prog. Dir. Chester J. Stuart, Chief Engr.	McHugh Grant Lang-Worth Thesaurus Cole AP, UP
NEWPORT	KNPT 1948	1230 250	Yaquina Radio, Inc. Box 682 560	......	Tom Becker, Pres. & Gen. Mgr. & Chief Engr. Leonard Epling, Coml. Mgr.	Silvia Becker, Prog. Dir. Bob Gleason, Prom. Mgr.	Keating World AP
ONTARIO	KSRV 1946	1450 250	Inland Radio Inc. Oregon Trail H'way 212	......	Lee W. Jacobs, Pres. Gordon L. Capps, V.P., Gen. & Coml. Mgr.	John W. Powell, Prog. Dir. Elliott B. Behrens, Prom. Mgr. Charles E. Harland, Chief Engr.	World Capitol Cole UP
OREGON CITY	KGON 1947	1230 250	Clackamas Broadcasters Box 391 7111	......	Floyd C. Bain, Gen. Mgr.		Capitol Lang-Worth World AP
PENDLETON	KWRC 1941	1240 250	Western Radio Corp. P. O. Box 178 1425	......	V. B. Kenworthy, Pres. & Gen. Mgr. Ted A. Smith, Sta. Mgr.	Edward J. Warmoth, Prog. Dir. William Cameron, Chief Engr.	UP
PORTLAND	KBKO 1948	1290 1,000-D	Mercury Bcstg. Co. 1212 Failing Bldg.				
PORTLAND 14.......	*KBPS 1923	1450 100 SH	Benson Polytechnic School 546 N. E. 12th St. Empire 4586	......	Patricia L. Green, Gen. Mgr.	Chas. Weagant, Chief Engr.	
PORTLAND 5	KEX 1926	1190 50,000	Westinghouse Radio Stations Inc. 1230 S. W. Main St. Capitol 1881	ABC	Walter Evans, Pres. J. B. Conley, Gen. Mgr. C. S. Young, Sta. Mgr.	Eldon Campbell, Sales Mgr. Mel Bailey, Prog. Dir. Charles L. Burrow, Sales Prom. & Publicity Thomas Ely, Chief Engr.	Free & Peters Associated SESAC AP, INS
PORTLAND 5	KGW 1922	620 5,000	Oregonian Publishing Co. 1320 S. W. Broadway Beacon 6364	NBC North-west	M. G. Frey, Pres. H. Quenton Cox, Gen. Mgr. Jack N. Wassan, Coml. Mgr.	Homer Welch, Prog. Dir. Harold C. Singleton, Chief Engr.	Petry Lang-Worth Thesaurus World AP, INS
PORTLAND 7	KOIN 1924	970 5,000	KOIN Inc. P. O. Box 1031 Atwater 3333	CBS	Marshall Field, Pres. Harry H. Buckendahl, Gen. & Coml. Mgr.	Ted W. Cooke, Prog. Dir. Marc Bowman, Prom. Mgr. Louis S. Bookwalter, Dir. of Engrg.	Avery-Knodel Associated Capitol, World AP, UP, INS
PORTLAND 2	KPDQ 1947	800 1,000-D	John W. Davis Oaks Park Vermont 6142	......	John W. Davis, Owner, Gen. & Coml. Mgr. Donovan Zundel, Prog. Dir.	Rodney Johnson, Chief Engr.	Rambeau Associated Capitol AP
PORTLAND 5	KPOJ 1932	1330 5,000	KPOJ Inc. Taylor St. Bldg. Broadway 3484	MBS Don Lee	P. L. Jackson, Pres. R. M. Brown, Gen. Mgr. Alan L. Torbet, Coml. Mgr.	Thos. J. Swafford, Prog. Dir. Byron G. Shrader, Prom. Mgr. A. E. Richmond, Chief Engr.	Blair Associated Standard AP, UP
PORTLAND 4	KWJJ 1927	1080 10,000	KWJJ Broadcast Co. Inc. 1011 S. W. 6th Ave. Atwater 4393	......	Wilbur J. Jerman, Pres. William E. Richardson, Gen. & Coml. Mgr.	Rene' Bozarth, Prog. Dir. Dwight Loomis, Chief Engr.	Burn-Smith Lang-Worth Standard UP
PORTLAND 7	KXL 1926	750 10,000 L-WSB	KXL Broadcasters Orpheum Bldg. Broadway 6451	KBS	H. S. Jacobson, Pres., Gen. & Coml. Mgr. Paul Robinson, Prog. Dir. & Prom. Mgr.	Ralph Mifflin, Chief Engr.	Walker, P-N-B Lang-Worth Standard UP
ROSEBURG	KRNR 1936	1490 250	News-Review Co. 134 Jackson St. 4	MBS KBS Don Lee	Frank Jenkins, Pres. Iris Rice Helliwell, Gen. Mgr. Del McKay, Coml. Mgr.	Carol Kerr, Prom. Mgr. Leroy Hiatt, Chief Engr.	Standard World AP
SALEM	KOCO 1947	1490 250	KOCO Broadcasters 1426 Edgewater 3-3108	KBS	B. Loring Schmidt, Pres. & Gen. Mgr. Earle Headrick, Coml. Mgr.	Jack Zubon, Prog. Dir. Edward McElroy, Chief Engr.	Rambeau Capitol Thesaurus UP
SALEM	KSLM 1929	1390 1,000	Oregon Radio Inc. Senator Hotel Bldg. 3-4831	MBS Don Lee	Glenn McCormick, Pres. & Gen. Mgr. Hal Byer, Coml. Mgr. Blaine Hanks, Prog. Dir.	Bob Morse, Prom. Mgr. Clyde Carlton, Chief Engr.	Grant World AP, UP
TILLAMOOK	KTIL 1947	1590 250	Tillamook Bcstg. Co. Inc. Star Route W. 1122	KBS	Fred H. Guyton, Pres. Mel Baldwin, Gen. Mgr.	Jim Kelly Jr., Coml. Mgr. Ralph I. Brown, Chief Engr.	Keating Cole, World AP



ANOTHER STEP AHEAD

FOR

H Quenton Cox, KGW manager, demonstrates soundproofed "sound lock" studio door to Arden X. Pangborn, The Oregonian business manager.

PORTLAND'S NEWEST AND FINEST

In their spacious fourth floor quarters in The Oregonian building, KGW's staff members work in soundproof, vibrationless, air-conditioned comfort. The studios of KGW and KGW-FM are architecturally perfect... efficiently designed, completely modern. Television facilities are here, also—

This illustration of Studio B shows clearly the echo-deadening semicircular splays on walls and ceiling. Visible in the background is a glass-enclosed monitor booth. Chief announcer Bob Thomlinson is at the microphone, program director Homer Welch is at the piano.

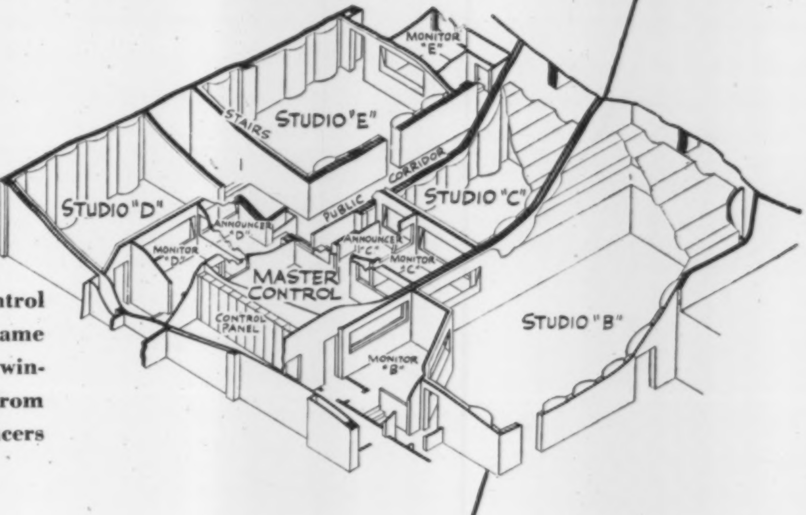
AND

KGW-FM

26 YEARS OF PROGRESS

For more than a quarter of a century KGW has been regarded as one of the great stations of the nation. For 21 years KGW has been affiliated with NBC, and since the day in 1922 when KGW's first signal was heard, the station's entire policy has been "service in the public interest". KGW's entire history has been a series of "firsts"... first commercial station in the Northwest, first use of a teletype in Portland radio news broadcasting, first broadcast of a Portland symphony orchestra performance, first Portland network broadcast, first FM station in the Northwest... these are only a representative few of KGW's forward strides.

KGW



In the diagram at the right note how the Master Control room gives technicians a view of three studios at the same time through large, specially constructed, glareless windows. All announcer and monitor booths are visible from Master Control, so that at all times engineers, announcers and producers are in visual contact.

BROADCASTING STUDIOS

two stories high and large enough for half a dozen stage settings at one time. Five studios, two announcer booths, four monitor booths, master control, lounges, music library, news room, spacious offices... it's a dream of a place, fitting home for a radio station that's going places.

Represented Nationally by Edward Petry & Co.

KGW and KGW-FM
PORTLAND, OREGON
COMPLETE SCHEDULE
SIMULTANEOUS SERVICE
NBC AFFILIATE

DIRECTORY OF STANDARD BROADCASTING STATIONS OF THE UNITED STATES

**—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. SH—Specified Hours. U—Unlimited. CP—Construction Permit Issued LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.*

(Data corrected to December 6, 1948)

PENNSYLVANIA

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel		Representatives Transc. Library News Service
ALLENTOWN	WAEB 1948	790 500-LS 1,000-N	Valley Bcstg. Corp. K&S Bldg. 4-9364	ABC	Joseph M. Nassau, Pres. & Gen. Mgr. Howard Wasserman, Treas. & Coml. Mgr.	Martin N. Oebbecke, Asst. Mgr. & Chief Engr. James A. Nassau, Prog. Dir.	Hollingbery Standard UP
ALLENTOWN	WHOL 1948	1230 250	Allentown Bcstg. Corp. 1125 Colorado St. 3-0701	CBS	Lewis Windmuller, Pres. & Gen. Mgr. Roderick Schoenlank, Coml. Mgr.	Alan Bautzer, Prog. Dir. C. Robert Glover, Prom. Mgr. Gerald B. Werst, Chief Engr.	Meeker Standard UP
ALLENTOWN	WKAP 1947	1580 1,000-D	Rahall Bcstg. Corp. 715 Hamilton St. 3-3166	KBS	N. J. Rahall, Pres. C. R. Davies, Gen. & Prom. Mgr. Jack J. Dash, Coml. Mgr.	Gerald Williams, Prog. Dir. C. Frank Cordaro, Chief Engr.	Forjoe Lang-Worth World AP
ALLENTOWN	WSAN 1923	1470 5,000	Lehigh Valley Bcstg. Co. 39 N. 10th St. 9511	NBC Quaker	J. Calvin Shumberger, Pres. B. Bryan Musselman, Mgng. Dir. & Coml. Mgr. George Y. Snyder, Prog. Dir.	Olivia P. Musselman, Prom. Mgr. Reuel H. Musselman, Tech. Dir.	Headley-Reed Standard Thesaurus AP, UP
ALTOONA	WFBG 1924	1340 250	Gable Bcstg. Co. 1318 11th Ave. 6467	NBC	George P. Gable, Pres. J. M. Snyder, Gen. Coml. & Prom. Mgr.	Millie Michael, Prog. Dir. George R. Burgoon, Chief Engr.	Headley-Reed World Lang-Worth AP
ALTOONA	WJSW 1947	1290 1,000-LS 500-N	Altoona Bcstg. Co. 1413 11th Ave. 9301	MBS	Herbert T. Wolf, Pres. Thomas W. Metzger, Gen. Mgr. James E. Moren, Coml. Mgr.	Lois Huey, Prog. Dir. Ruel Burkhart, Prom. Mgr. Irvin Metzger, Chief Engr.	Burn-Smith Standard UP

The Station That "Blankets" America's 43rd Market

3,600,000 PEOPLE in 0.5 MV/M Area...

E. Stroudsburg
Stroudsburg
Weatherly
MONROE
CARBON
Mauch Chunk
Lehighton
Bangor
Pen Argyl
Coaldale
Tamaqua
NORTHAMPTON
Nazareth
WARREN
Washington
SCHUYLKILL
Slatington
Bath
EASTON
Phillipsburg
Schuylkill Haven
LEHIGH
HUNTERDON
BETHLEHEM
Hamburg
Kutztown
ALLENTOWN
BERKS
Quakertown
Flemington
Perkasie
BUCKS
Boyertown
Souderton
New Hope
Lansdale
MONTGOMERY
Pottstown
Royersford

WSAN

ALLENTOWN ★ PENNSYLVANIA

5000 WATTS ★ 1470 ON THE DIAL

FULL TIME ★ AM FM COVERAGE

THE WSAN COVERAGE
226,250 RADIO FAMILIES

● Lehigh County	(100%)	48,530
● Northampton County	(100%)	44,410
● Carbon County	(80%)	10,392
● Bucks County	(60%)	19,392
● Montgomery County	(50%)	42,670
● Berks County	(40%)	25,012
● Monroe County	(30%)	2,247
● Schuylkill County	(20%)	8,537
NEW JERSEY		
● Warren & Hunterdon	(50%)	24,260

(Based on 1946 estimates)

NBC AFFILIATE

THE LEHIGH VALLEY'S OLDEST AND BEST STATION . . . FIRST IN AM and FIRST IN FM.

NATIONAL REPRESENTATIVE:—
HEADLEY-REED COMPANY
NEW YORK • CHICAGO • DETROIT • ATLANTA
SAN FRANCISCO • HOLLYWOOD

PENNSYLVANIA—(Continued)

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel		Representatives Transc. Library News Service
ALTOONA	WRTA 1947	1240 250	Thompson Bcstg. Co. 1421 12th Ave. 6646	ABC	Roy F. Thompson, Pres., Gen. & Coml. Mgr. Dorothy M. Thompson, Prog. Dir.	William C. Clear, Prom. Mgr. George R. Burgoon, Chief Engr.	Meeker Thesaurus UP
ALTOONA	WVAM 1948	1430 1,000	General Bcstg. Corp. 2801 Edgewood Dr. 8127	......	Emanuel S. Leopold, Pres. D. L. Sellers, Gen. & Coml. Mgr.	Mike Grant, Prog. Dir., Prom. Mgr. J. J. Ralston, Chief Engr.	Weed Lang-Worth UP
APOLLO	WAVL 1947	910 1,000-D	Tri-Borough Bcstg. Co. 4th St. & Pa. Ave. 480	......	G. F. Clifton } Owners A. J. West } G. F. Clifton, Gen. Mgr.	Carman Tubby, Prog. Dir. H. E. Smith, Chief Engr.	SESAC Cole UP
BEAVER FALLS	WBVP 1948	1230 250	WBVP Inc. 1216 Seventh Ave.	......	Frank R. Smith, Jr., Pres. & Gen. Mgr. Thomas B. Price, Coml. Mgr. Gerry Goff, Prog. Dir.	Jean Biggard, Prom. Mgr. Bill Hines, Chief Engr.	Capitol Standard UP
BETHLEHEM	WGPA 1946	1100 250-D	Bethlehems' Globe Pub. Co. 426 Brodhead Ave. 6-8074	......	Roliand L. Adams, V.P. Arthur C. McCracken, Station Mgr. Stefan George, Prog. Dir.	Jack Perry, Prom. Mgr. Edwin Rybak, Chief Engr.	Capitol World UP
BLOOMSBURG	WCNR 1946	930 500-D	Columbia-Montour Bcstg. Corp. 38 W. Main St. 1700	......	Robert R. Eyerly, Pres. Ed. Darlington, Gen. Mgr. & Prog. Dir.	John Girton, Coml. Mgr. Stanton Davis, Chief Engr.	Associated AP

WFBG The Gable Broadcasting Co.

THE VOICE OF THE ALLEGHENIES

Celebrating its 25th Anniversary

When you buy WFBG you purchase the prestige and good will built by public service and fine programming the past 25 years.

Could you ask for more?

WFBG and WFBG-FM

NATIONAL BROADCASTING COMPANY AFFILIATE

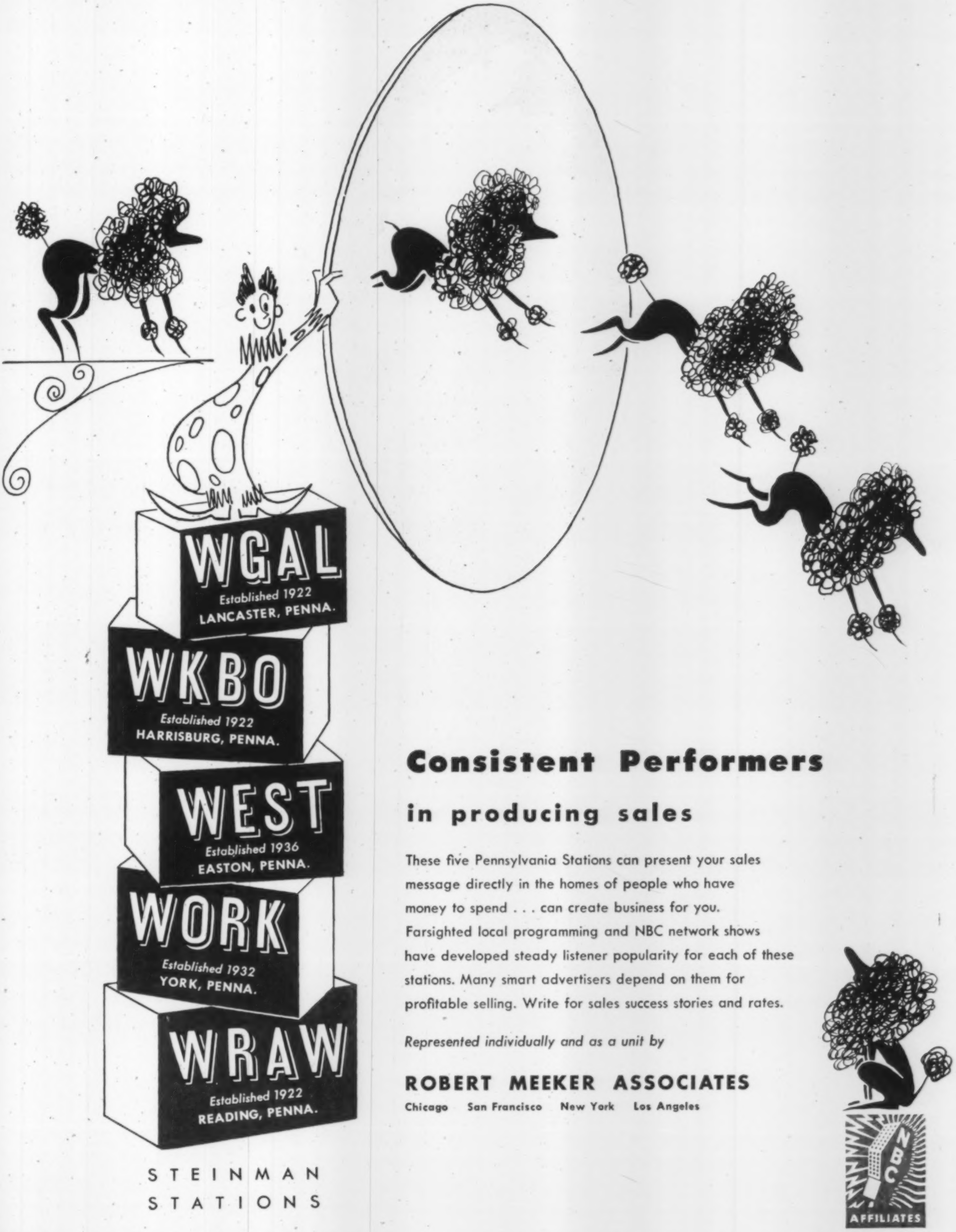
Altoona, Penna.

Jack Snyder, *Managing Director*

Headley-Reed Co., National Representatives

PENNSYLVANIA—(Continued)

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel		Representatives Transc. Library News Service
BLOOMSBURG	WLTR 1947	690 1,000-D	Bloom Radio, Inc. 20 W. Main St. 1800	......	Harry L. Magee, Pres. C. G. Moss, Gen. & Coml. Mgr.	Roy Nassau, Prog. Dir. Laura Fairchild, Prom. Mgr. P. H. Cassady, Chief Engr.	World UP
BRADDOCK	WLOA 1947	1550 1,000-D	Matta Bcstg. Co. 1233 Braddock Ave. Electric 1100 (Pittsburgh)	......	William G. Matta, Pres. & Gen. Mgr. George Matta, Coml. Mgr.	Paul McCandless, Prog. Dir. James Schultz, Chief Engr.	Friedenberg Lang-Worth Standard World UP
BRADFORD	WESB 1947	1490 250	Bradford Publications Inc. 43 Main St. 3173	MBS	Joseph M. Cleary, Gen. & Coml. William Peters, Prog. Dir.	Joseph V. Lentini, Prom. Mgr. David W. Jefferies, Tech. Dir.	McGeehan & O'Mara Standard World AP
BUTLER	WBUT (Construction permit)	1580 500-D	Eagle Printing Co. 114 W. Diamond St. 2727	......	Vernon L. Wise, Gen. Mgr.	Gerald D. Coleman, Chief Engr.	Associated
BUTLER	WISR 1941	680 250-D	Butler Bcstg. Co. 357 N. Main St. 4701	KBS	David H. Rosenblum, Pres. Paul H. Martin, Coml. Mgr.	Robert L. Kaufman, Prog. Dir. Paul F. Rex, Chief Engr.	Forjoe Lang-Worth UP
CARLISLE	WLXW 1948	1380 1,000-D	Philip Mathews 60 Mooreland Ave.	......	Philip Mathews, Owner		
CHAMBERSBURG	WCHA 1946	800 1,000-D	Chambersburg Bcstg. Co. Craft Press Bldg. 1110	......	Charles M. Cassel, Pres. John S. Booth, Gen. Mgr. Thompson K. Cassel, Coml. Mgr.	Earl Strine, Prog. Dir. James E. McCurdy, Chief Engr.	Forjoe Capitol Thesaurus UP
CHARLEROI	WESA 1947	940 250-D	Monongahela Valley Bcstg. Corp. Inc. Charleroi 2300	......	A. S. Sickman, Pres. Edward J. Patrick, Gen. Mgr. John E. Karabin, Coml. Mgr.	Chas. C. Rutledge, Jr., Prog. Dir. Robert Vesel, Prom. Mgr. Henry Niederkofler, Chief Engr.	Friedenberg Capitol, World AP
CHESTER	WPWA 1947	1590 1,000-D	Lou Poller Chester 3-1641	......	Lou Poller, Pres. Max A. Mandel, Gen. & Coml. Mgr.	George Edwards, Prog. Dir. Harry Simmington, Chief Engr.	Capitol, World AP
CHESTER	WVCH 1948	740 250-D	James M. Tisdale Wolf Bldg. 2-8861	......	James M. Tisdale, Pres., Gen. Mgr. & Chief Engr. Tom Harvey, Sta. Mgr.	Dan Safron, Coml. Mgr. Edna Whittington, Prog. Dir.	UP
CLEARFIELD	WCPA 1947	900 500-D CP-1,000-D	Progressive Publishing Co. 215 Church St. 5-5541	......	W. K. Ulerich, Gen. Mgr. W. C. Plummer, Coml. Mgr.	W. J. Thomas, Prog. Dir. & Prom. Mgr. Llewellyn Duck, Chief Engr.	Capitol Thesaurus World UP
CLEARFIELD	WTWS 1948	1490 250	Airplane & Marine Instruments Inc. P. O. Box 868 5-9616	MBS	Theodore W. Stemmler, Pres. Marcia Davenport, Mgr. & Coml. Mgr. Kenneth D. Snyder, Station Mgr. & Prog. Dir.	Robert A. Rexroad, Prom. Mgr. Miles Lewis, Chief Engr.	World INS
CONNELLSVILLE	WCVI 1947	1340 250	Connellsville Broadcasters Inc. 126 W. Crawford Ave. 2700	......	J. Wylie Driscoll, Pres., Gen. & Coml. Mgr. John Reynolds, Prog. Dir.	Robert H. Fasulkey, Chief Engr.	Capitol Lang-Worth SESAC UP
DOYLESTOWN	WBUX 1948	1570 250-D	Charles M. Meredith Hart Bldg. 220	......	Charles M. Meredith, Pres. William A. Lynch, Gen. & Prom. Mgr.	Frances Vogel, Coml. Mgr. Irving Smith, Prog. Dir. Paul Fireman, Chief Engr.	Thesaurus AP
DUBOIS	WCED 1941	1230 250	Tri-County Bcstg. Co. Inc. 80 N. Park Place 1700	CBS KBS	H. T. Gray, Pres. J. S. Gray, Gen. Mgr. & Prog. Dir. Les Ryder, Coml. Mgr.	Vernon Stahl, Chief Engr.	McGillvra Lang-Worth UP
EASTON	WEST 1936	1400 250	Associated Broadcasters Inc. 516 Northampton St. 6131	NBC-MBS	Clair R. McCollough, Sta. Exec. Elwood C. Anderson, Gen. Mgr. J. Robert Gulick, Natl. Sales Mgr.	Eugene Bethman, Prog. Dir. Lloyd O. Nicely, Prom. Mgr. J. E. Mathiot, Chief Engr.	Meeker World UP
ERIE	WERC 1941	1230 250	Presque Isle Bcstg. Co. 121 W. 10th St. 26-918	NBC	Jacob A. Young, Pres. Charles E. Denny, Gen. Mgr. Arthur Ingram, Coml. Mgr.	Virginia Donachy, Prog. Dir. Ken Hestor, Chief Engr.	Weed Associated Lang-Worth UP


WGAL
Established 1922
LANCASTER, PENNA.
WKBO
Established 1922
HARRISBURG, PENNA.
WEST
Established 1936
EASTON, PENNA.
WORK
Established 1932
YORK, PENNA.
WRAW
Established 1922
READING, PENNA.

STEINMAN
STATIONS

Consistent Performers

in producing sales

These five Pennsylvania Stations can present your sales message directly in the homes of people who have money to spend . . . can create business for you. Farsighted local programming and NBC network shows have developed steady listener popularity for each of these stations. Many smart advertisers depend on them for profitable selling. Write for sales success stories and rates.

Represented individually and as a unit by

ROBERT MEEKER ASSOCIATES

Chicago San Francisco New York Los Angeles

NBC
AFFILIATES

**—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. SH—Specified Hours. U—Unlimited. CP—Construction Permit Issued*
LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.
(Data corrected to December 6, 1948)

PENNSYLVANIA—(Continued)

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel		Representatives Transc. Library News Service
ERIE	WIKK 1948	1330 5,000	Community Service Broadcasting Co. 1021 State St. 23-249	ABC	Keith Kiggins, Pres. Jack Todd, Gen. & Coml. Mgr.	Hugo Bondy, Chief Engr.	Taylor-Boroff Standard UP
ERIE	WLEU 1933	1450 250	WLEU Bcstg. Corp. Commerce Bldg 23-327	MBS Quaker	Leo J. Omelian, Pres. V. Hamilton-Weir, Gen. & Coml. Mgr.		Thesaurus World AP
ERIE		1400 250 (Construction permit)	Erie Bcstg. Co.				
GREENSBURG	WHJB 1934	620 250-D; CP-1,000-LS 500-N	Pittsburgh Radio Supply House 128 N. Pa. Ave. 3740	......	Hugh J. Brennen, Pres. George J. Podeyn, Gen. & Coml. Mgr.	John Howard, Prog. Dir. Lyle Allen, Chief Engr.	Rambeau Lang-Worth UP
GROVE CITY	*WSAJ 1922	1340 100 SH	Grove City College Grove City	......			
HANOVER	WHVR	1280 1,000-D (Construction permit)	Radio Hanover, Inc. 30 West Middle St.	......	John D. Bare, Pres.	Philip Rohrbaugh, V. P.	
HARRISBURG	WHGB 1945	1400 250	Harrisburg Bcstg. Co. 112 Market St. 2-3456	ABC	Herbert Kendrick, G. L. Hash, Owners Jack Hooper, Gen. Mgr.	Stan Bowman, Prog. Dir. Betsy Heagy, Prom. Mgr. H. Glenwood Schlegel, Chief Engr.	Weed Thesaurus AP
HARRISBURG	WHP 1924	1460 5,000-LS 1,000-N	WHP Inc. 216 Locust St. 43211	CBS	E. J. Stackpole, Pres. A. K. Redmond, Gen. & Coml. Mgr. Dick Redmond, Prog. Dir.	Beatrice Potteiger, Prom. Mgr. E. Daniel Leibensperger, Chief Engr.	Bolling Standard Associated AP, UP
HARRISBURG	WKBO 1922	1230 250	Keystone Bcstg. Corp. 31 N. Second St. 4-0191	NBC MBS	Clair R. McCullough, Sta. Exec. David J. Bennett, Jr., Gen. Mgr. J. Robert Gulick, Natl. Sales Mgr.	Donald D. Wear, Prog. Dir. George Gottschalk, Prom. Mgr. J. E. Mathiot, Chief Engr.	Meeker World UP
HAZLETON	WAZL 1932	1490 250	Hazleton Bcstg. Co. Hazleton National Bank Bldg. 5400	NBC MBS Quaker	Victor C. Diehm, Mgng. Partner & Gen. Mgr. George Martin, Coml. Mgr.	Don Murray, Prog. Dir. Anne Perry, Prom. Mgr. Elwood Tito, Chief Engr.	Meeker Thesaurus UP
HOMESTEAD	WHOD 1948	860 250-D	Steel City Bcstg. Corp. 105 E. 7th Ave. 8027	......	Roy Ferree, Gen. Mgr. Raymond Scott, Prog. Dir.	Sid Dickler, Prom. Mgr. James Herbert, Chief Engr.	Lang-Worth UP
HUNTINGDON	WHUN 1946	1400 250	Joseph F. Biddle Pub. Co. 400 Washington St. 1291	MBS KBS	John H. Biddle, Pres. Samuel L. Stroh Jr., Gen. Mgr.	Cary H. Simpson, Prog. Dir. Ernest A. Craig, Chief Engr.	SESAC Standard UP
INDIANA	WDAD 1945	1450 250	Indiana Broadcast Inc. 637 Philadelphia St. 1780	CBS KBS	Paul J. Short, Pres. & Gen. Mgr. Frank J. Richards, Coml. Mgr. & Prog. Dir.	Rudy F. Minalick, Chief Engr.	McGillvra Standard AP
JOHNSTOWN	WARD 1946	1490 250	Central Bcstg. Co. Inc. Porch Bldg. 81-216	CBS	Paul Short, Pres. Geo. D. Gartland, Gen. Mgr.	Robt. R. Nelson, Station Mgr. Millard J. Coleman, Chief Engr.	Weed World UP
JOHNSTOWN	WCRO 1947	1230 250	Century Bcstg. Corp. 317 Main St. 75-255	ABC Quaker	John J. Keel, Pres. John F. Hanssen, Gen. Mgr. Dennis Gerken, Coml. Mgr.	Charles Barry, Prog. Dir. Rex Ackley, Chief Engr.	Young Associated INS
JOHNSTOWN	WJAC 1925	1400 250	WJAC Inc. 329 Main St. 4-1267	NBC	W. W. Krebs, Pres. L. W. Barnes, Exec. V. P. John P. Foster, Sta. & Coml. Mgr.	Campbell E. Patch, Prog. Dir. Edythe Brubaker, Asst. to Mgr. N. L. Straub, Chief Engr.	Headley-Reed Standard Thesaurus Lang-Worth AP
KITTANNING	WACB 1948	1380 500-D	Armstrong County Bcstg. Corp. 325 Market St.		Lawrence W. Henry, Pres.	Joseph B. Moore, V. P.	
KITTANNING	WKIN 1948	1600 1000-D	WKIN Inc. 133 N. Jefferson St. 1350	......	Julian L. Liebman, Pres. & Gen. Mgr. H. Warren Anderson, Coml. Mgr.	Charles Goodwin, Prog. Dir., Prom. Mgr. Benjamin Franklin, Chief Engr.	Lang-Worth Standard UP
LANCASTER	WGAL 1922	1490 250	WGAL Inc. 8 W. King St. 5252	NBC MBS	Clair R. McCollough, Pres. Walter O. Miller, Gen. Mgr. J. Robert Gulick, Natl. Sales Mgr.	Ernest Stanaziola, Prog. Dir. James R. Appel, Prom. Mgr. J. E. Mathiot, Chief Engr.	Meeker World, UP
LANCASTER	WLAN 1946	1390 1,000	Peoples Bcstg. Co. 252 N. Queen St. 7261	ABC Quaker	Frank H. Altdoerffer, Pres. & Gen. Mgr. John D. Hymes, Asst. Mgr. & Coml. Mgr.	Rod Mitchell, Prog. Dir. John D. Hymes, Prom. Mgr. Robt. Love, Chief Engr.	Headley-Reed Lang-Worth AP
LEBANON	WLBR 1946	1270 1,000-D	Lebanon Bcstg. Co. Central Bldg. 3900	......	Lester P. Etter, Mgng. Dir. Julian F. Skinnell, Operations Mgr. Phillip J. Reilly, Coml. Mgr.	William S. Halpern, Prog. Dir. Robert Sweigart, Prom. Mgr. Leonard Savage, Chief Engr.	Rambeau World AP
LEMOYNE	WCMB 1948	960 1,000-D	Rossmoyne Corp. Lemoyne Theater Bldg. Harrisburg 4-3005	......	Edgar T. Shepard Jr., Pres. Ed K. Smith, V. P. & Gen. Mgr. John Heikes, Coml. Mgr.	Don Jacobs, Prog. Dir. J. Howard Bair, Chief Engr.	Cooke Associated AP

Where High Hoopers Prevail

5000 WATTS DAY · CBS · 1000 WATTS NIGHT

HARRISBURG, PA.

Where a distinguished station, in the heart of South Central Pennsylvania, consistently delivers the greatest listening audience in its area by a margin of nearly two to one.

Here, WHP enjoys one of the HIGHEST HOOPERS in the country. An overall rating of 47.0 as against 24.0 and 24.1 for the other stations in Harrisburg.

Proven public service features and WHP's excellent programming have won for itself the most loyal listenership in its market — morning, noon and night — assuring advertisers the most profitable return on their promotion dollar.

Represented Nationally by The Bolling Company

PENNSYLVANIA—(Continued)

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel		Representatives Transc. Library News Service
LEWISTOWN	WLTA (Construction permit)	920 1,000-D	Central Penn. Bcstg. Co. 702 Electric Ave.		Paul J. Newton, Chief Owner		
LEWISTOWN	WMRF 1941	1490 250	Lewiston Bcstg. Co. Monument Square 6757	NBC Quaker	J. S. Woods, V. P. T. W. Metzger, Gen. & Coml. Mgr.	Ralph Parker, Prog. Dir. & Prom. Mgr. Bernard Bopp, Chief Engr.	Burn-Smith Standard UP
LOCK HAVEN	WBPZ 1947	1230 250	Lock Haven Bcstg. Corp. 132½ E. Main St. 4038	MBS	Paul M. Breining, Gen. Mgr. Maude Kauffman, Off. Mgr.	Kenneth P. Caum, Chief Engr.	McGillvra Standard SESAC AP
McKEESPORT	WEDO 1946	810 1,000-D	Tri-City Broadcasting Co 547 5th Ave. 7167	......	Edward J. Hirshberg, Pres. & Gen. Mgr. Ed Patrick, Coml. Mgr. John Stewart, Prog. Dir.	Ruth Hamilton, Prom. Mgr. Wilkes Hurley, Chief Engr.	Burke, Kuipers & Mahoney World Thesaurus Associated Capitol AP, INS
McKEESPORT	WMCK 1947	1360 1,000	Mon-Yough Bcstg. Co. Market St. 7194	KBS	George R. Raikes, Pres. Jack Craddock, Gen. & Coml. Mgr.	Pat Haley, Prog. Dir. & Prom. Mgr. Charles White, Chief Engr.	Standard Lang-Worth SESAC UP
MEADVILLE	WMGW 1947	1490 250	Meadville Bcstg. Service Inc. First National Bank Bldg. 46-723	......	H. C. Winslow, Pres. Victor C. Diehm, Gen. Mgr. Lorraine Yuhasz, Coml. Mgr.	Thomas A. Tito, Prog. Dir. Kathryn Kahler, Prom. Mgr. Hoyt Stout, Chief Engr.	SESAC Lang-Worth Thesaurus UP
MORRISVILLE	WBUD 1947	1490 250	Morrisville Bcstg. Co. 7434	......	Verna S. Hardin, Pres., Chief Owner Richard M. Hardin, Asst. to Pres. James Stolcz, Coml. & Prom. Mgr.	Wm. F. Hildenbrand, Prog. Dir. Wm. A. Brewer, Chief Engr.	Capitol World AP
NANTICOKE	WHWL 1947	730 1,000-D	Radio Anthracite Inc. 38 E. Main St. 1332	......	Henry W. Lark, Pres. Milton Laughlin, Gen. & Coml. Mgr.	Bob Bressler, Prog. Dir. B. M. Marshall, Chief Engr.	Capitol Standard SESAC UP
NEW CASTLE	WKST 1938	1280 1,000 CP-5,000	WKST Inc. Cathedral Bldg. 5050	MBS Quaker	S. W. Townsend, Pres. A. W. Graham, Station & Coml. Mgr.	Shirley Kerr, Prog. Dir. Al Francis, Prom. Mgr. Robert Emch, Chief Engr.	Katz World UP
NEW KENSINGTON.	WKPA 1940	1150 250-D	Allegheny-Kiski Bcstg. Co. 810 Fifth Ave. 3534	......	Edward J. Kroen, Gen. & Coml. Mgr., Prog. Dir. W. W. Neely, Chief Engr.		Continental
NORRISTOWN	WNAR 1946	1110 500-D	Norristown Bcstg. Co. 115 W. Main St. 7600	......	N. Joe Rahall, Pres. Farris E. Rahall, Exec. Dir. Numa Fabre, Jr., Gen. Mgr. Arthur H. Beckwith, Coml. Mgr.	J. Arthur Lazell, Prog. Dir. Franklin H. Bisbing, Chief Engr.	World
OIL CITY	WKRZ 1946	1340 250 SH	WKRZ, Inc. 232 Senaca St. 41-260	KBS	Kenneth E. Rennekamp, Pres. & Gen. Mgr. Clifford L. Hollenbaugh, Coml. Mgr.	Edward Erickson, Prog. Dir. & Prom. Mgr. Leo Arcolletti, Chief Engr.	McGillvra World UP
PHILADELPHIA 3 ..	KYW 1921	1060 50,000	Westinghouse Radio Stations Inc. 1619 Walnut St. Locust 4-3700	NBC	Walter Evans, Pres. J. B. Conley, Gen. Mgr. Robert E. White, Sta. Mgr. Harvey McCall, Jr., Sales Mgr.	James P. Begley, Prog. Mgr. Paul A. Woodland, Sales Prom. I. N. Eney, Chief Engr. John P. Meagher, Pub. Mgr.	Free & Peters Associated UP, INS
PHILADELPHIA 3 ..	WCAU 1922	1210 50,000	WCAU Inc. 1622 Chestnut St. Locust 7-7700	CBS	Leon Levy, Ownr. & Gen. Mgr. Joseph L. Tinney, V. P. & Asst. Gen. Mgr. Alex Rosenman, Coml. Mgr. Joseph T. Connolly, Prog. Dir.	Robert N. Pryor, Prom. Mgr. John G. Leitch, Tech. Dir. Publ. Dir. John Kelly George Lewis, Chief Engr.	Radio Sales Lang-Worth AP, UP
PHILADELPHIA 7 ..	WDAS 1922	1400 250	WDAS Broadcasting Station Inc. 1211 Chestnut St. Locust 7-7400	......	William Goldman, Pres. Leslie W. Joy, Gen. Mgr. Lambert B. Beeuwkes, Coml. Mgr.	M. Leonard Matt, Prog. Dir. & Prom. Mgr. Frank W. Unterberger, Chief Engr.	Forjoe Lang-Worth AP
PHILADELPHIA 7 ..	WFIL 1922	560 5,000	Triangle Publications Inc. Widener Bldg. Rittenhouse 6-6900	ABC Quaker	Walter H. Annenberg, Pres. Roger W. Clipp, Gen. Mgr. John E. Surrick, Coml. Mgr.	William A. Farren, Prog. Dir. Fred H. Hayward, Jr., Prom. Mgr. Louis E. Littlejohn, Chief Engr.	Katz Associated AP

on WCAU you're in Philadelphia

2nd in the U. S. in television receiver owners

3rd in the U. S. in radio set owners

CBS affiliate

AM
TV
FM

THE PHILADELPHIA BULLETIN STATIONS

DIRECTORY OF STANDARD BROADCASTING STATIONS OF THE UNITED STATES

**—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. SH—Specified Hours. U—Unlimited. CP—Construction Permit Issued*
LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.
(Data corrected to December 6, 1948)

PENNSYLVANIA—(Continued)

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel		Representative Transc. Library News Service
PHILADELPHIA 2 ..	WHAT 1922	1340 100 ST-WTEL	Independence Bcstg. Co. 1505 Walnut St. Rittenhouse 6-2058	......	William A. Banks, Pres., Gen. & Coml. Mgr. Dolly Banks, Prog. Dir.	Arnold Goldman, Chief Engr.	AP
PHILADELPHIA 2 ..	WIBG 1925	990 10,000	Seaboard Radio Bcstg. Corp. 1425 Walnut St. Rittenhouse 6-2300	......	Paul F. Harron, Pres. Edward D. Clery, Gen. & Coml. Mgr. Douglas Arthur, Prog. Dir.	Rupe Werling, Prom. Mgr. John H. Henninger, Chief Engr.	Young Lang-Worth UP
PHILADELPHIA 7 ..	WIP 1922	610 5,000	Pennsylvania Bcstg. Co. 35 S. 9th St. Walnut 2-6800	MBS	Benedict Gimbel, Jr., Pres. & Gen. Mgr. Gordon Gray, V.P. & Sales Dir.	Murray Arnold, Prog. Dir. Ralph H. Minton, Prom. Mgr. Clifford R. Harris, Chief Engr.	Petry World AP, UP
PHILADELPHIA 7 ..	WJMJ 1948	1540 1,000-D CP-1530 CP-10,000-D	Patrick Joseph Stanton St. James Hotel Kingsley 5-7000	......	Patrick J. Stanton, Pres. & Gen. Mgr. Charles Stahl, Coml. Mgr.	Michael Deegan, Prog. Dir. Fred Kost, Chief Engr.	McGillvra SESAC AP
PHILADELPHIA 2 ..	WPEN 1929	950 5,000	Wm. Penn Bcstg. Co. 1528 Walnut St. Kingsley 6-0950	......	Albert J. Sylk, Pres. Edward C. Obrist, Gen. Mgr.	Charles W. Burtis, Chief Engr.	Rambeau Associated AP, UP
PHILADELPHIA 40 .	WTEL 1925	1340 250 ST-WHAT	Foulkrod Radio Eng. Co. 4312 N. Broad St. Davenport 4-4310	......	E. Douglas Hibbs, Pres. Henry N. Cocker, Gen. Mgr.	E. Douglas Hibbs, Prog. Dir. John Field, Chief Engr.	
PITTSBURGH 19	KDKA 1920	1020 50,000	Westinghouse Radio Stations Inc. Grant Bldg. Grant 4200	NBC	Walter Evans, Pres. J. B. Conley, Gen. Mgr. Joseph E. Baudino, Sta. Mgr. George D. Tone, Sales Mgr.	Franklin A. Tooke, Prog. Mgr. David N. Lewis, Sales Prom. Mgr. Theodore C. Kenney, Chief Engr. Lee Curran, Publ. Mgr.	Free & Peters Associated Thesaurus AP, UP, INS

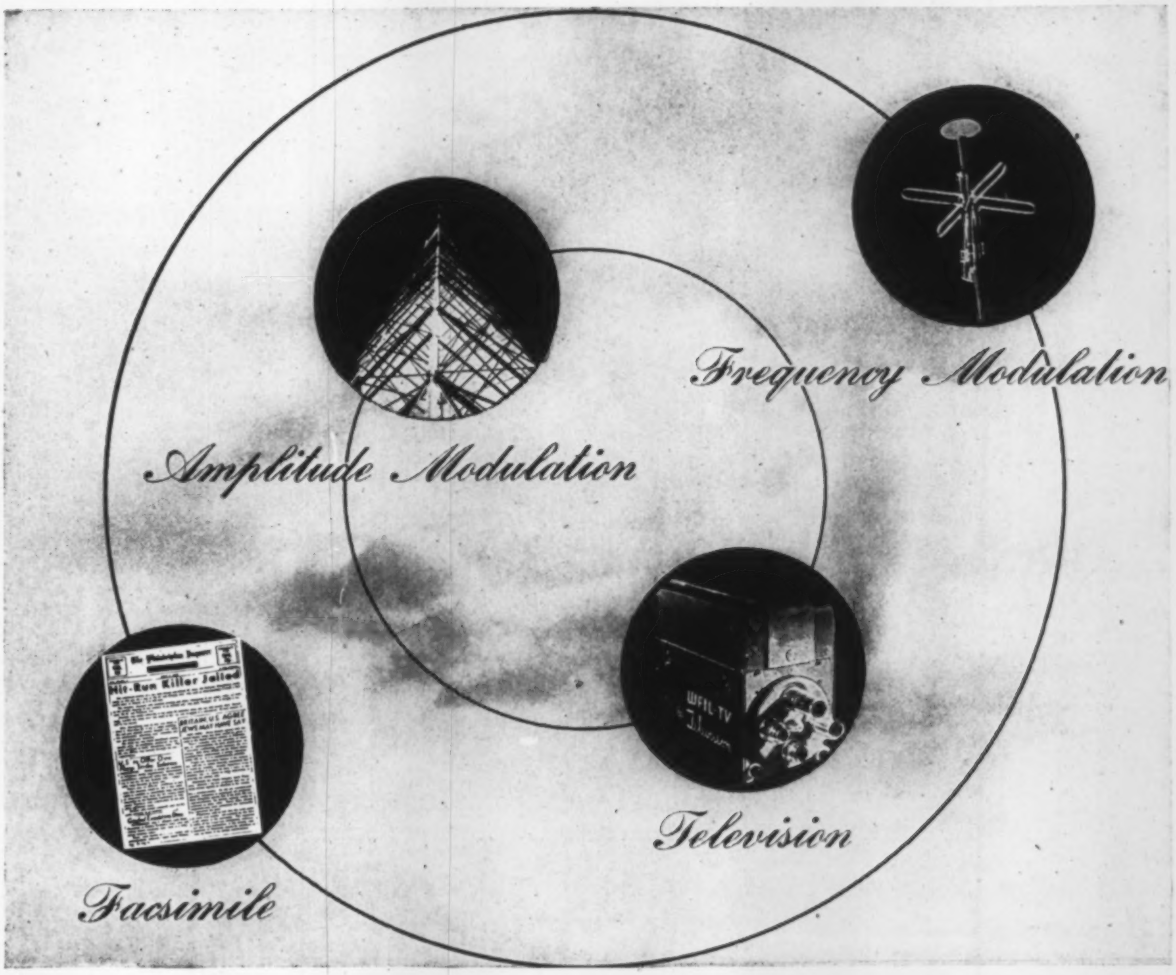
WIP
Produces!

Example
#10

MORE THAN
¼ MILLION
PIECES of MAIL
and
PHONE CALLS*
During 1948!

*51,000 concerning a series of 13—1/2 hour programs

WIP
Philadelphia
Basic Mutual
•
Represented Nationally
by
EDWARD PETRY & CO.


Frequency Modulation
Amplitude Modulation
Television
WFIL-TV
Hit-Run Killer Jailed
Facsimile

First with all four

WFIL was the first station in America to transmit regularly scheduled programs via Amplitude Modulation, Frequency Modulation, Television and Facsimile. This achievement reflects the progressive spirit of WFIL — the spirit which has kept WFIL at the forefront among the nation's radio stations . . . the spirit which now assures you the best use of all four for the promotion of your products on any one.

The Philadelphia Inquirer Station

WFIL *Philadelphia*
AN ABC AFFILIATE

Represented nationally by THE KATZ AGENCY

PENNSYLVANIA—(Continued)

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel		Representatives Transc. Library News Service
PITTSBURGH 19	KQV 1919	1410 5,000	Allegheny Bcstg. Corp. Chamber of Commerce Bldg. Atlantic 6802	MBS	Charles T. Campbell. Pres. James F. Murray, Gen. & Coml. Mgr. Bill Burns, Prog. Dir.	Warren Dana, Prom. Mgr. Robert Hunt, Chief Engr.	Weed World SESAC UP
PITTSBURGH 19	WCAE 1922	1250 5,000	WCAE Inc. William Penn Hotel Atlantic 6900	ABC	Leonard Kapner, Pres. & Gen. Mgr. R. Clifton Daniel, Station Mgr. & Prog. Dir.	Carl M. Dozer, Coml. Mgr. Wm. R. Kelley, Prom. Mgr. James Greenwood, Chief Engr.	Katz Capitol Thesaurus AP, INS
PITTSBURGH 19	WJAS 1921	1320 5,000	Pittsburgh Radio Supply House Inc. Chamber of Commerce Bldg. Grant 4860	CBS	H. K. Brennen, Pres. & Gen. Mgr. John H. Buchhweit, Colm. & Prom. Mgr.	James M. Hughes, Prog. Dir. Walter W. McCoy, Chief Engr.	Rambeau Lang-Worth Cole UP, TP
PITTSBURGH 6 ...	WPGH 1947	1080 1,000-D	Pittsburgh Bcstg. Co. 220 N. Highland Ave. Emerson 5000	......	Henry A. Bergstrom, Pres. O. R. Bellamy, Gen. & Coml. Mgr. Lew Kent, Asst. Mgr.	Mary Conley, Prom. Mgr. James A. McFarland, Chief Engr.	Young Capitol, World AP
PITTSBURGH 22 ..	WPIT 1947	730 1000-D	WPIT Inc. 211 Smithfield St. Grant 0794	....	John J. Laux, Pres. John L. Meridan, Gen. & Coml. Mgr.	George Gailey, Prog. Dir. John Berninger, Chief Engr.	Standard Lang-Worth
PITTSBURGH 22 ..	WWSW 1931	1490; CP-970 250; CP-5,000	WWSW Inc. Hotel Sheraton Grant 5200	......	O. M. Schloss, Jr., Pres. & Gen. Mgr. Ben W. Muros, Coml. Mgr. W. Fred Joyner, Prog. Dir.	Harold Goldstein, Prom. Mgr. Henry R. Kaiser, Chief Engr.	Forjoe Associated Standard AP
POTTSTOWN	WMAC (Construction	1370 1,000-D permit)	Radio Anthracite, Inc.	......			

WSCR

ONE GRAND STATION IN A BILLION DOLLAR MARKET

The One Grand Station

1,000 WATTS (d)
ON 1,000 KC

SCRANTON

Where national and regional advertisers find a prosperous market of 1,190,156 population which annually spends $836,540,000 in retail sales (1947 Sales Mgt.) The news-music-sports station for Scranton, WSCR pulled 17,537 pieces of mail in a five-month period from a 13-county area. BMB Interim Study gives WSCR 71% listening level.

The Walker Company or
Frank Blair, General Manager
will be happy to give you full details on WSCR.

MAKE YOUR DOLLARS WORK HARDER . . .

in the "Workshop of the World."

Put your radio advertising bucks into working clothes on WWSW, to produce the listenership you *want* in the dollar-rich Pittsburgh market.

WWSW has tuned its programming to the kind of listening that makes *listeners* tune to WWSW around the clock!

These listeners are *yours* at a rate-card rate designed to put your advertising dollars to work with maximum effectiveness. Every penny you spend on WWSW gets you greater coverage in a compact area where the buying mass is concentrated.

Throughout twenty-four hours of broadcasting—night and day—an impressive host of national and local clients have their dollars working harder—getting more listeners, better results on Pittsburgh's Major Independent.

More MUSIC

More SPORTS

More NEWS

More LISTENERS *per* DOLLAR

National Representative FORJOE & CO.

WWSW

WMOT-FM

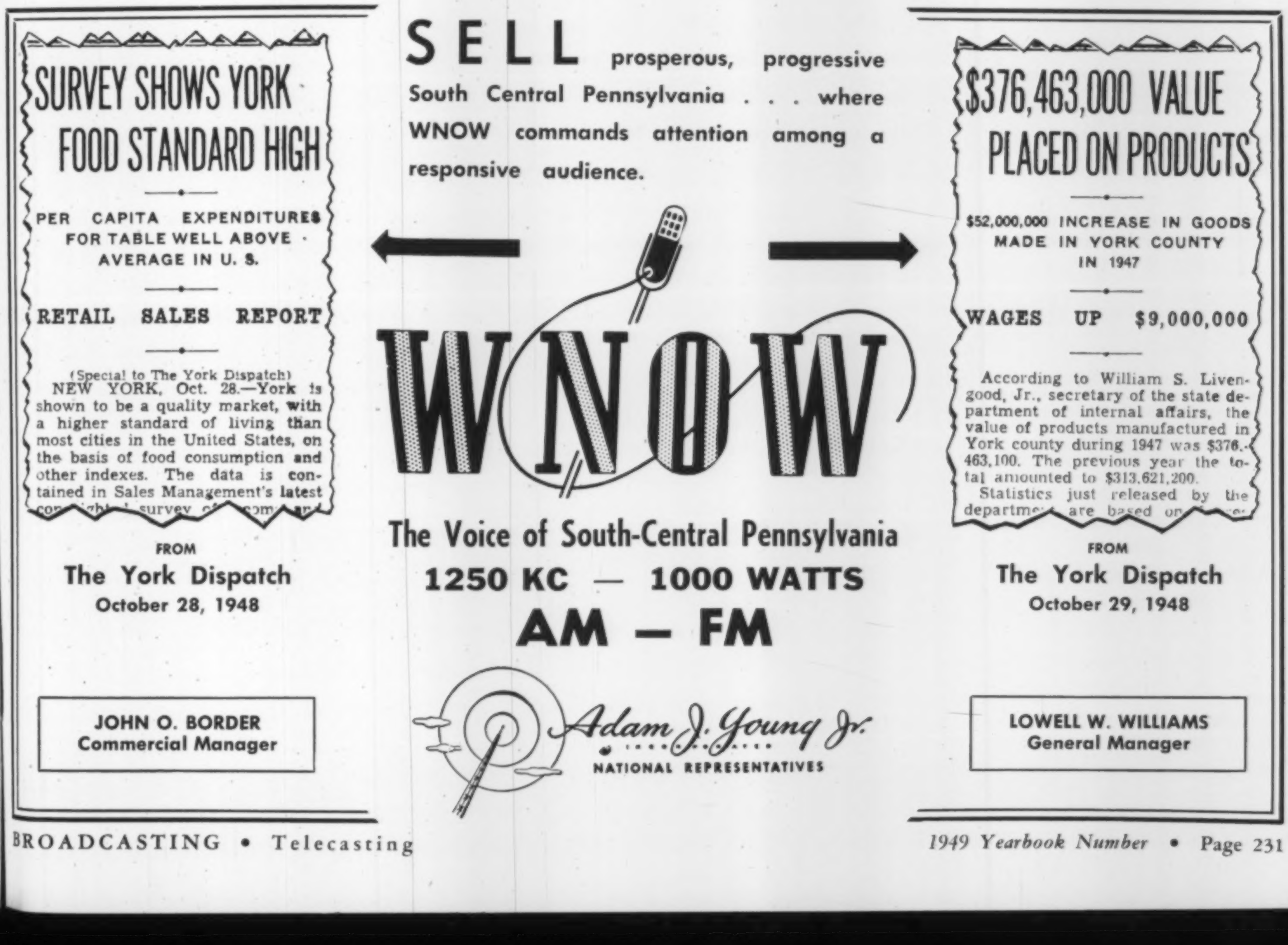
PENNSYLVANIA—(Continued)

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel		Representati Transc. Libra News Servi
POTTSVILLE	WPAM 1947	1450 250	Miners Bcstg. Service. 106 S. Centre St. 5050	MBS Quaker	James J. Curran, Joseph L. Maguire—Exec. Partners Louis H. Murray, Gen. Mgr.	Frank L. Tamulonis, Coml. Mgr. Phebe Weeks, Prom. Mgr. George I. Hatfield, Chief Engr.	Griffith, McKinney Associated Standard UP
POTTSVILLE	WPPA 1946	1360 1,000-LS 500-N	A. V. Tidmore 8 S. Second St. 4744	......	A. V. Tidmore, Owner-Gen. Mgr. & Chief Engr.	John M. Naylor, Coml. Mgr. & Prog. Dir.	World AP
READING	WEEU 1931	850 1,000-D; CP-1000	Hawley Bcstg. Co. 533 Penn St. 7335	ABC Quaker	Hawley Quier, Pres. James E. Keller, Exec. V.P. Clifford M. Chafey, Gen. Mgr.	K. Richard Creitz, Coml. Mgr. E. Lester Hoffmaster, Prog. Dir. Harold E. Schearer, Chief Engr.	Hollingbery Associated SESAC UP
READING	WHUM 1946	1240 250	Eastern Radio Corp. Berkshire Hotel 44805	CBS	Robert G. Magee, V.P. & Gen. Mgr. Richard G. Fichthorn, Coml. Mgr.	Joseph E. McCormack, Chief Engr.	Weed Standard AP
READING	WRAW 1922	1340 250	Reading Bcstg. Co. Inc. 19 N. Fifth St. 7173	NBC MBS Quaker	Clair R. McCollough, Sta. Exec. Raymond A. Gaul, Gen. Mgr. J. Robert Gulick, Natl. Sales Mgr.	Frank J. Voss, Prog. Dir. Chester Hagan, Prom. Mgr. J. E. Mathiot, Chief Engr.	Meeker World UP
ROCHESTER	WRYO 1948	1050 250-D	Beaver Valley Radio Co. 712 11th St. 2236	......	Edward J. Reider, Pres. Chet Clark, Gen. Mgr.	William Peters, Prog. Dir.	World AP
SCRANTON 10	WARM 1940	1400 250	Union Bcstg. Co. Bowman Bldg. 4-1148	ABC Quaker	Martin F. Memolo, Pres. & Gen. Mgr. William M. Dawson, Coml. Mgr.	Joe Salsburg, Prog. Dir. Mary Lynott, Prom. Mgr. Adolph W. Oschmann, Chief Engr.	Hollingbery Thesaurus UP
SCRANTON 9	WGBI 1925	910 1,000-LS 500-N ST-WQAN	Scranton Broadcasters Inc. 1000 Wyoming Ave. 6296	CBS Quaker	Mrs. M. E. Megargee, Pres. George D. Coleman, Gen., Coml. & Prom. Mgr.	Frank M. Monaghan, Prog. Dir. Kenneth R. Cooke, Chief Engr.	Blair World AP
SCRANTON	WQAN 1923	910 1,000-LS 500-N ST-WGBI	The Scranton Times 149 Penna. Ave. 5151	......	Edward J. Lynett, Elizabeth R. Lynett, Owners John P. McGoldrick, Gen. Mgr. & Chief Engr.	Robert R. Flanagan, Prog. Dir.	AP, UP, INS
SCRANTON 3	WSCR 1947	1000 1,000-D	Lackawanna Valley Bcstg. Co. 116 Adams Ave. 5242	......	M. J. Eagen, Pres. Frank S. Blair Jr., Gen Mgr. Joseph W. Dobbs, Coml. Mgr.	Mary L. Walsh, Traffic Mgr. Willard Shimski, Chief Engr.	Walker Associated Lang-Worth AP
SHAMOKIN	WISL 1948	1480 1,000	Radio Anthracite, Inc. Rock & Sunbury St. 2650	MBS Quaker	Henry W. Lark, Pres. Charles R. Petrie, Gen., Coml. & Prom. Mgr.	Richard Owen, Prog. Dir. Bernard Marshall, Chief Engr.	Forjoe & C Thesaurus AP
SHARON	WPIC 1938	790 1,000-D	Sharon Herald Bcstg. Co. P.O. Box 541 4113	......	John Fahnline Jr., Pres. & Gen. Mgr. J. T. VanSweringen, Coml. Mgr.	Marc McCulloch, Prog. Dir. Harold Smith, Prod. Mgr. A. C. Heck, Chief Engr.	Young Associated Capitol Lang-Worth World UP
STATE COLLEGE ...	WMAJ 1945	1450 250	Centre Broadcasters Inc. Glennland Bldg. 4959	MBS KBS	R. J. Kennard, Pres. William K. Ulerich, Gen. Mgr. Alethea J. Mattern, Coml. Mgr.	Milton Bergstein, Prog. Dir. Douglas Beman, Chief Engr.	Lang-Worth AP
STROUDSBURG	WVPO 1947	840 250-D	Pocono Bcstg. Co. 578 Main St. 1102	......	James H. Ottaway, Pres. Merle C. Ostrom, Gen. Mgr. Elton Hall, Sta. Mgr.	Joseph Webster, Prog. Dir. George A. Reinhart, Chief Engr.	Walker Associated UP
SUNBURY	WKOK 1933	1240 250	Sunbury Bcstg. Corp. 1150 N. Front St. 1325	Pennsylvania	Harry H. Haddon, Pres. Homer R. Smith, Gen. Mgr. Wardley R. Trevitt, Coml. Mgr.	Michael J. Kane, Prog. Dir. John Keller, Chief Engr.	Continental Lang-Worth World AP
UNIONTOWN	WMBS 1936	590 1,000	Fayette Bcstg. Corp. Fayette Title & Trust Bldg. 800	CBS Quaker Pennsylvania	Joseph C. Burwell, Pres. & Gen. Mgr. Harry C. Burwell, Coml. Mgr. J. Sullivan Sages, Prog. Dir.	Charles Underwood, Prom. Mgr. William J. Henzly, Chief Engr.	Meeker Thesaurus Standard UP
WARREN	WNAE 1946	1310 1,000-D	Northern Allegheny Broadcasting Co. 310 Second Ave. 3033	MBS	A. David Potter Jr., Pres. & Gen. Mgr. Frank Foster, Coml. Mgr.	W. Leroy Schneck, Prog. Dir., Prom. Mgr. Homer M. Haines, Chief Engr.	Rural Radi Capitol AP
WASHINGTON	WJPA 1942	1450 250	Washington Bcstg. Co. Geo. Washington Hotel 4870	MBS Quaker Pennsylvania	Wm. S. Yard, Pres. C. B. Heller, Gen. Mgr. Charles R. Duvall, Coml. Mgr.	Horace Cooper, Chief Engr.	McGillvra Lang-Worth UP

•—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. SH—Specified Hours. U—Unlimited. CP—Construction Permit Issued. LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.
(Data corrected to December 6, 1948)

PENNSYLVANIA—(Continued)

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel		Representatives Transc. Library News Service
WILKES-BARRE	WBAX 1922	1240 250	John H. Stenger Jr. 85 W. Union St. 30196	MBS	John H. Stenger Jr., Pres. August W. Grebe, Gen. & Coml. Mgr.	John H. A. Stenger III, Prog Dir. John H. Stenger Jr., Chief Engr.	Burn-Smith Associated UP
WILKES-BARRE	WBRE 1924	1340 250	Louis G. Baltimore 62 S. Franklin St. 3-3101	NBC Quaker	Louis G. Baltimore, Chief Owner & Gen. Mgr. David M. Baltimore, Asst. Gen. Mgr. & Prom. Mgr.	A. C. Baltimore, Coml. Mgr. Franklin D. Coslett, Prog. Dir. Charles Sakoski, Chief Engr.	World AP
WILKES-BARRE	WILK 1947	1450 250	Wyoming Valley Broadcasting Co. 88 N. Franklin St. 3-7165	ABC Quaker	Dr. I. C. Morgan, Pres. Roy E. Morgan, Gen. Mgr. Thomas P. Shelburne, Sta. Mgr.	Jerry Butler, Sales Mgr. Hal Berg, Prog. Dir. Chas. Whittier, Prom. Mgr. Theodore French, Chief Engr.	Young Lang-Worth Thesaurus UP
WILLIAMSPORT	WRAK 1930	1400 250	WRAK Inc. 244 W. 4th St. 2-6116	NBC Quaker	E. M. Case, Pres. George E. Joy, Gen. Mgr. J. Wright Mackey, Coml. Mgr.	Nancy J. Person, Prog. Dir. Everett Rubendal, Prom. Mgr. Glen Sherman, Chief Engr.	McKinney Associated Lang-Worth AP
WILLIAMSPORT	WWPA (Construction permit)	1340 250	Williamsport Radio Bcstg. Associates 429 Pine St.				
YORK	WNOW 1948	1250 1,000-D	Broadcast Division Helm Coal Co. 25 S. Duke St. 2911	......	Lowell W. Williams, Gen. Mgr. John O. Border, Coml. Mgr.	H. E. Daugherty, Prog. Dir. Willis N. Weaver, Chief Engr.	Young Associated AP


SURVEY SHOWS YORK FOOD STANDARD HIGH

PER CAPITA EXPENDITURES FOR TABLE WELL ABOVE AVERAGE IN U. S.

RETAIL SALES REPORT

(Special to The York Dispatch)
NEW YORK, Oct. 28.—York is shown to be a quality market, with a higher standard of living than most cities in the United States, on the basis of food consumption and other indexes. The data is contained in Sales Management's latest survey

FROM
The York Dispatch
October 28, 1948

SELL prosperous, progressive South Central Pennsylvania . . . where WNOW commands attention among a responsive audience.

The Voice of South-Central Pennsylvania
1250 KC — 1000 WATTS
AM — FM

$376,463,000 VALUE PLACED ON PRODUCTS

$52,000,000 INCREASE IN GOODS MADE IN YORK COUNTY IN 1947

WAGES UP $9,000,000

According to William S. Livengood, Jr., secretary of the state department of internal affairs, the value of products manufactured in York county during 1947 was $376,463,100. The previous year the total amounted to $313,621,200.
Statistics just released by the departm are based on

FROM
The York Dispatch
October 29, 1948

JOHN O. BORDER
Commercial Manager

Adam J. Young Jr.
NATIONAL REPRESENTATIVES

LOWELL W. WILLIAMS
General Manager

PENNSYLVANIA—(Continued)

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel		Representatives Transc. Library News Service
YORK	WORK 1932	1350 1,000	York Bcstg. Co. Inc. 13 S. Beaver St. 6629	NBC, MBS	Claur R. McCullough, Sta. Exec. Harold E. Miller, Gen. Mgr. J. Robert Gulick, Natl. Sales Mgr.	James R. Wilson, Prog. Dir. Robert Stabley, Prom. Mgr. J. E. Mathiot, Chief Engr.	Meeker Lang-Worth UP
YORK	WSBA 1942	900 1,000-D	Susquehanna Bcstg. Co. 47 E. Market St. 2676	ABC	Louis J. Appell, Pres. Walter J. Rothensies, Gen. Mgr. Sydney Robbins, Coml. Mgr.	Otis Morse, Prog. Dir. Fred Shaffer, Prom. Mgr. Woodrow G. Eberhart, Chief Engr.	Capitol World AP

RHODE ISLAND

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel		Representatives Transc. Library News Service
NEWPORT	WRJM 1948	1540 1,000-D	Voice of Little Rhody 204 Thames St.	......	John E. & Irene A. Malloy Partners		
PAWTUCKET	WFCI 1941	1420 5,000	Pawtucket Bcstg. Co. 450 Main St. Perry 9540	ABC	Howard W. Thornley, Pres. Wallace A. Walker, Gen. & Coml. Mgr.	David Brooks, Prog. Dir. Gilbert Johnson, Chief Engr.	Avery-Knodel Associated AP
PAWTUCKET	WPAW (Construction Permit)	1380 500-D	Roger Williams Bcstg. Co 32 N. Union St.	......	Neale D. Murphy, Pres. Dominick A. Hysko, Treas.		
PROVIDENCE 2	WEAN 1922	790 5,000	The Yankee Network Inc. Crown Hotel Dexter 1500	MBS Yankee	William O'Neil Pres. Joseph Lopez, Gen. & Coml. Mgr.	Don Morton, Prog. Dir. & Prom. Mgr. Henry Tilley, Chief Engr.	Petry Associated SESAC Standard AP, INS
PROVIDENCE 3	WHIM 1947	1110 1,000-D	Inter-City Bcstg. Co. 32 Custom House St. Union 4211	......	Robert T. Engles, Pres. & Gen. Mgr. Brenton G. Meader, Coml. Mgr.	George Taylor, Prog. Dir. & Prom. Mgr. Carroll Philbrook, Chief Engr.	Young Ketell-Carter Capitol Standard AP
PROVIDENCE 2	WJAR 1922	920 5,000	The Outlet Co. 176 Weybosset St. Gaspee 1071	NBC New England	Mortimer L. Burbank, Pres. John J. Boyle, Gen. & Coml. Mgr.	M. Sothern Abbot, Prog. Dir. Thomas C. J. Prior Chief Engr.	Weed World
PROVIDENCE	WNAF 1947	1290 500-D	Community Broadcasting Service Co. 86 Weybosset St. Jackson 3314	......	W. C. Franklin, Sta. & Sales Mgr.		Rambeau INS
PROVIDENCE 2	WPRO 1924	630 5,000	Cherry and Webb Broadcasting Co. 15 Chestnut St. Plantation 9776	CBS	William S. Cherry, Jr., Pres. Arnold F. Schoen, Jr., Gen. & Coml. Mgr.	John A. Owen, Prog. Dir. John V. Ferri, Chief Engr.	Raymer Thesaurus Lang-Worth AP, UP
PROVIDENCE 2	WRIB 1947	1220 250-D	R. I. Bcstg. Co. Narragansett Hotel Union 4512	......	Frank Rao, Pres. Nicholas Ruggieri, Gen. Mgr. Fabian Hume, Prom. Mgr.	Anthony Petronella, Coml. Mgr. Don Rogers, Prog. Dir. James Drake, Chief Engr.	Forjoe Associated UP
WESTERLY	WERI (Construction permit)	1230 250	W. Paul Oury 6 Herbert St. East Greenwich, R. I.	......	W. Paul Oury, Owner		
WOONSOCKET	WWON 1946	1240 250	Asso. Electronic Enterprises Inc. 99 Main St. 3900	......	Garo W. Ray, Pres., Gen. & Coml. Mgr. Hope Somerby, Prog. Dir.	George W. Travis, Chief Engr.	McGeehan & O'Mara Standard World Capitol AP

TOP COVERAGE

in New England's 2nd Largest Market

WPRO

PROVIDENCE

Top station in share of audience

5000 WATTS

BASIC CBS

630 KC.

AM & FM

DIRECTORY OF STANDARD BROADCASTING STATIONS OF THE UNITED STATES

**—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. SH—Specified Hours. U—Unlimited. CP—Construction Permit Issued.*
LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.
(Data corrected to December 6, 1948)

SOUTH CAROLINA

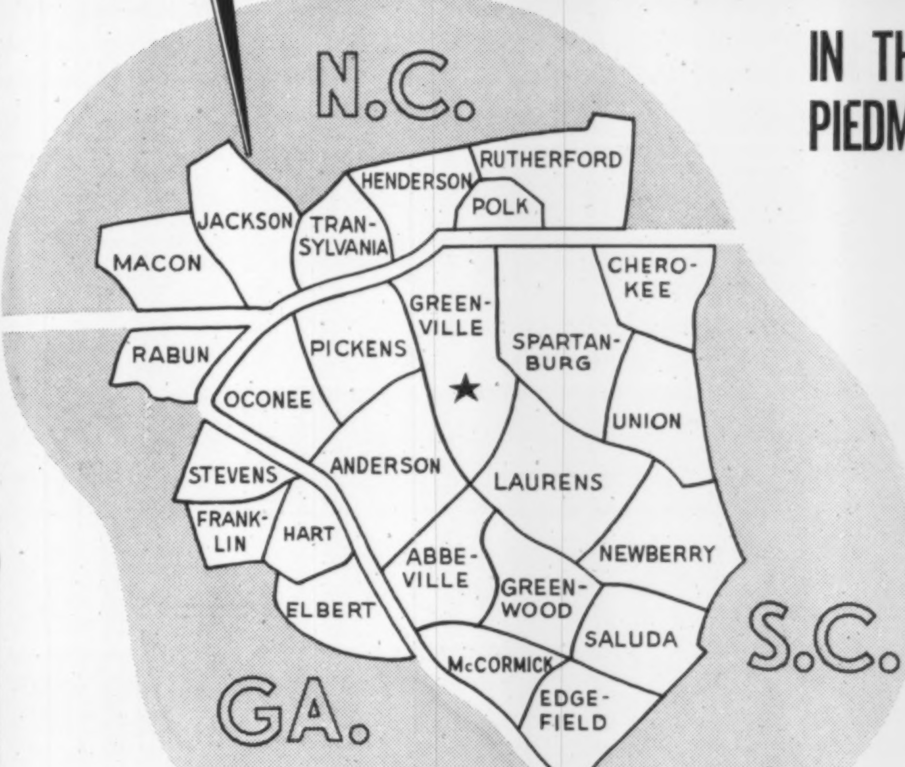
City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel		Representatives Transc. Library News Service
ANDERSON	WAIM 1935	1230 250	Wilton E. Hall Anderson College 800 WCSC Inc.	CBS	Wilton E. Hall, Pres. Glenn P. Warnock, Gen. Mgr. Charles B. Goodyear, Coml. Mgr.	G. Paul Browne, Prog. Dir. John Davenport, Prom. Mgr. H. B. Greene, Chief Engr.	Burn-Smith Lang-Worth, World Thesaurus Associated INS
ANDERSON	WANS (Construction permit)	1280 1,000-D	John J. Powell P.O. Box 190 Tocoa, Ga.	......	John J. Powell, Owner		
BENNETTSVILLE ...	WBSC 1947	1400 250	Bennettsville Bcstg. Co. Broad St. 780	MBS	John W. Orvin, Pres. Malcolm A. Young, Gen. & Coml. Mgr.	Douglas W. LaBatt, Prog. Dir. & Prom Mgr. J. E. Mathis, Chief Engr.	McGillvra Standard AP
CHARLESTON "(H)"	WCSC 1930	1390 5,000	WCSC Inc. Francis Marion Hotel 7611	CBS	Hagood S. Bowden, Pres. Roy O. Darby, Jr., Gen Mgr. R. T. Fairey, Jr., Asst. Coml. Mgr.	J. L. McWhorter, Asst. Prog. Dir. M. E. Morris, Chief Engr.	Standard UP
CAMDEN	WACA 1948	1590 1,000-D	Camden Bcstg. Co. 1417 Broad St. 821-W-3	......	John M. Rivers, Pres. & Gen. Mgr. Roland Weeks, Coml. Mgr. Russell Long, Prog. Dir.	Pearl Baum, Prom. Mgr. Wilbur Albee, Chief Engr.	Free & Peters World UP
CHARLESTON 6	WFAK 1946	730 1,000-D	Geo. Graham Weiss 49 Wentworth St. 3-6428	MBS	George G. Weiss, Pres. T. K. Vassy & L. P. Moore, CO-Mgrs. W. S. Turner, Coml. Mgr	L. P. Moore, Prog. Dir. T. K. Vassy, Prom. Mgr. Carlton J Modlin, Chief Engr.	Forjoe Thesaurus UP
CHARLESTON	WHAN 1946	1340 250	Charleston Bcstg. Co. 152 Market St. 3-1643	ABC	Harry J. 'ONeil, Pres. C. Wylie Calder, Gen & Coml. Mgr.	Vernon M. Bushong, Prog. Dir. & Prom. Mgr. William P. Burchfield, Chief Engr.	Avery-Knodel Lang-Worth UP
CHARLESTON	WTMA 1939	1250 5,000-LS 1,000-N	Atlantic Coast Bcstg. Co. 133 Church St. 2-2961	NBC	Edward Manigault, Pres. Robert E. Bradham, Gen. Mgr. & Coml. Mgr.	William N. Abbott, Prog. Dir. & Prom. Mgr. Douglass M. Bradham, Chief Engr.	Hollingbery Associated AP
CHARLESTON 1	WUSN 1948	1450 250	Southern Bcstg. Co. Third & 10th Aves. 2-2652	MBS	C. Norwood Hastie, Pres. B. M. Middleton, Gen. & Prom. Mgr. J. Drayton Hastie, V.P. & Coml. Mgr.	Hubert Wilke, Prog. Dir. Walter Nelson, Chief Engr.	Cook Associated UP
CHESTER	WGCD 1948	1490 250	Craig Bcstg. Co. Radio-Press Bldg. 1171	MBS	Alex B., Morgan J. Craig, Owners Charles Edward Bell, Sta. Mgr. James H. Watson, Coml. Mgr.	Arthur Cornwall, Prog. Dir. Allein White, Prom. Mgr. Dallas P. Boyd, Chief Engr.	Capitol UP
COLUMBIA (E)	WCOS 1939	1400 250	Radio Columbia 1202 Main St. 25601	ABC	E. D. Black, Pres. James W. Hicks, Gen. Mgr. C. Dixon Harp, Coml. Mgr.	Robert M. Hope, Prog. Dir. George Barber Jr., Prom. Mgr. Robert M. Lambert Jr., Chief Engr.	Taylor-Boroff World, Capitol AP
COLUMBIA (H)	WIS 1930	560 5,000	Surety Life Ins. Co. 1811 Main St. 2-2135	NBC	Herman N. Hipp, Pres. G. Richard Shafto, Gen. Mgr. J. Dudly Saumenig, Mngng. Dir.	Frank Harden, Prog. Dir. Steve Libby, Prom. Mgr. Herbert G. Eidson Jr., Chief Engr.	Free & Peters Standard UP
COLUMBIA	WKIX 1945	1320 1,000-LS 500-N	Inter-City Adv. Co. 1127 Lady St. 2-8659	CBS	George W. Dowdy, Pres. Norman Young, Gen. & Coml. Mgr.	John Ropp, Prog. Dir. & Prom. Mgr. E. Eugene Hampton, Chief Engr.	Avery-Knodel Lang-Werth UP

WFBC

REACHES 853,700 PEOPLE WHO ANNUALLY SPEND

$ 1/2 BILLION

IN THESE RICH PIEDMONT COUNTIES!


N.C.
RUTHERFORD
HENDERSON
POLK
JACKSON
TRAN-SYLVANIA
MACON
CHERO-KEE
GREEN-VILLE
RABUN
PICKENS
SPARTAN-BURG
OCONEE
UNION
STEVENS
ANDERSON
LAURENS
FRANK-LIN
HART
ABBE-VILLE
NEWBERRY
GREEN-WOOD
ELBERT
SALUDA
S.C.
McCORMICK
EDGE-FIELD
GA.

The WFBC Market, with Greenville as the center, embraces the textile industrial section of South Carolina and adjacent counties in North Carolina and Georgia. Employment, incomes and sales in this area are higher than state and regional averages, with:

POPULATION
853,700

RETAIL SALES
$500,458,000

BUYING INCOME
$752,817,000

Figures from Sales Management Survey of Buying Power, 1948

NBC FOR ALL THREE

GREENVILLE-SPARTANBURG-ANDERSON MARKETS

WFBC Greenville's pioneer broadcasting station, enjoys prestige and popularity in this area which helps to tell your sales story and sell your product to an audience whose radio ownership closely approaches the national average of 94.2%.

REPRESENTED BY AVERY-KNODEL, INC.

WFBC

and WFBC-FM
GREENVILLE, S.C.

5000 Watts 19 Hours Daily

THE NEWS-PIEDMONT STATION

SOUTH CAROLINA—(Continued)

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel		Representatives Transc. Library News Service
COLUMBIA	WNOK 1947	1230 250	Palmetto Radio Corp. P.O. Box 307, Five Point Br. 2-1518	MBS	Samuel Litman, Pres. Richard T. Allen, Gen. Mgr. Charles W. Burdsal, Coml. & Prom. Mgr.	Moody McElveen, Prog. Dir. T. B. Williams, Chief Engr.	Forjoe Capitol AP
CONWAY	WLAT 1945	1490 250	Coastal Broadcasting Co. 12th Ave. 340	MBS	Loys M. Hawley, Pres. & Gen. & Coml. Mgr. Jon Robery Nan Houseman, Prog. Dir. & Prom. Mgr.	Herman Hanks, Chief Engr.	McGillvra Standard AP
DILLON	WDSC 1946	800 1,000-D	Border Bcstg. Co. Inc. P.O. Box 231 470	MBS	E. H. Brown, Pres. Henry E. Sullivan, Gen. & Prom. Mgr. Joseph Martin, Coml. Mgr.	William J. Bunn, Prog. Dir. Marvin Seals, Jr., Chief Engr.	McGillvra Capitol UP
FLORENCE	WJMX 1947	970 5,000-D	Atlantic Bcstg. Co. P. O. Box 406 2495	......	E. E. Stone, Pres. Paul Benson, Jr., Gen. Mgr. Herman A. Smith Jr., Coml. Mgr.	James C. Player, Prog. Dir. Frank A. Jenne, Chief Engr.	Continental Cook Capitol, World Associated AP
FLORENCE	WOLS 1937	1230 250	Florence Bcstg. Co. 129 S. Dargan St. 354	ABC KBS	Melvin Purvis, Pres. & Gen. Mgr. A. P. Skinner, Coml. & Asst. Mgr.	Garrett Thomas, Prom. Mgr. W. A. Pritchett, Chief Engr. & Asst. Mgr.	McGillvra Lang-Worth Standard UP
GAFFNEY	WFGN 1948	1570 250-D	Cherokee Radio Co. P. O. Box 297 793	KBS	A. Ray Godshall, Pres. Robert E. Liverance, Gen. Mgr. & Prog. Dir.	David C. McSwain, Coml. Mgr. Sara V. Liverance, Prom. Mgr. Charles R. Bickford, Chief Engr.	Lang-Worth Thesaurus UP
GEORGETOWN	(Construction permit)	1400 250	John T. Assey, Helen Assey & Harmon Duncan P.O. Box 1891 Durham, N.C.				
GREENVILLE	WESC 1947	666 5,000-D	Greenville Bcstg. Co. 1 College St. 2-8241	MBS	Scott Russell, Pres. & Gen. Mgr. Clifford W. Bowers, Coml. Mgr.	Arthur H. Roberts, Prog. Dir. Lewis W. Elias Jr., Chief Engr.	McGillvra Lang-Worth Standard Associated AP

WCSC

The CBS station for the Coastal Carolinas

brings you an open letter from

JOHN M. RIVERS

TO those who ask us to accept per inquiry deals, our answer is NO.

TO those who want a free ride by giving away merchandise and getting publicity on time paid for by other advertisers, our answer is NO.

TO those who try to tempt us to double-spot by offering contracts for time signal announcements at a low rate, our answer is NO.

AND our answer is NO to all other bad practices which put the radio industry and ourselves in jeopardy.

BUT to our many good friends and customers who have used good practices, we extend our Thanks.

Represented Nationally by Free & Peters, Inc.

SOUTH CAROLINA—(Continued)

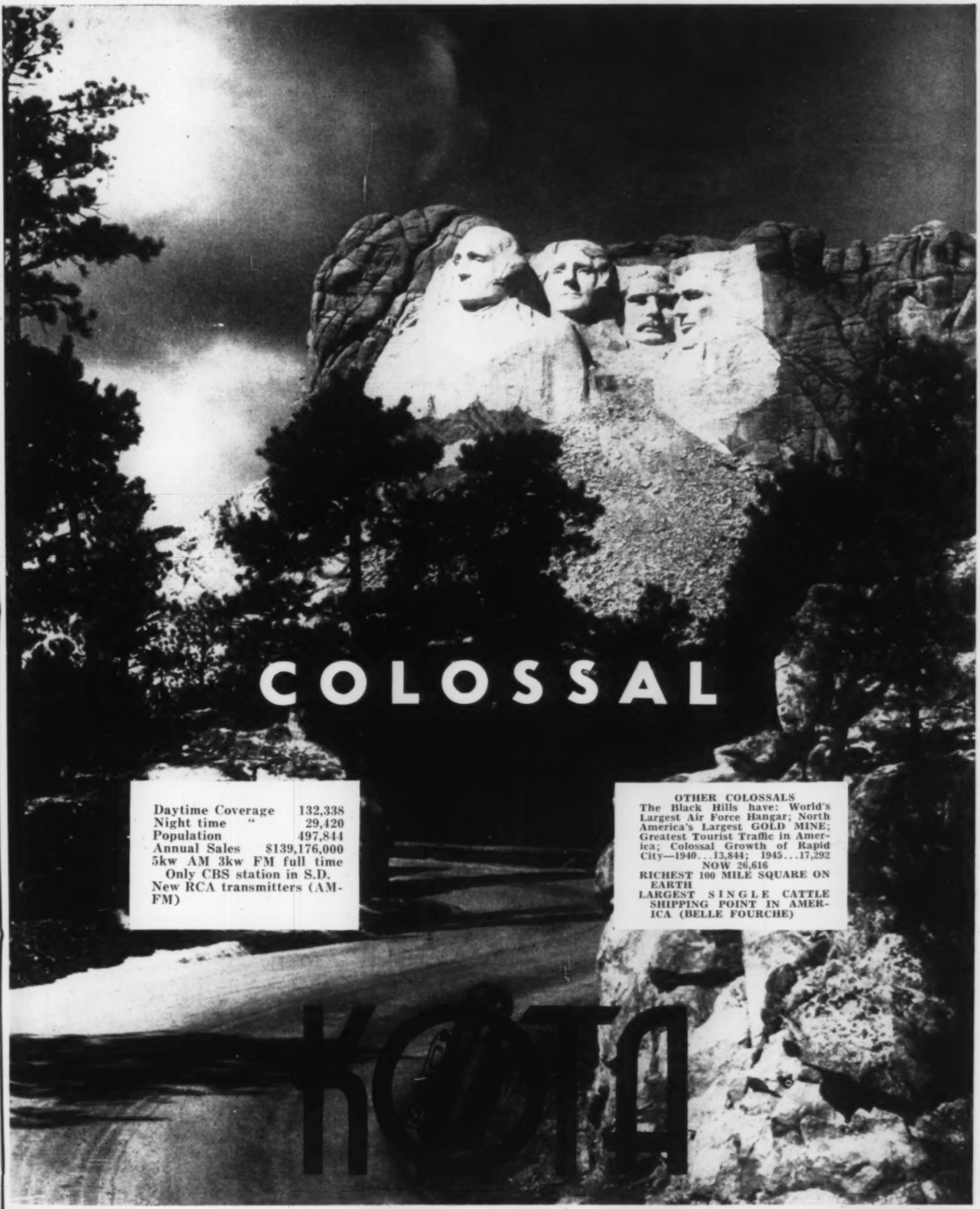
City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel		Representatives Transc. Library News Service
GREENVILLE	WFBC 1933	1330 5,000	Greenville News-Piedmont Co. Poinsett Hotel 27616	NBC	Roger C. Peace, Pres. B. T. Whitmire, Gen. Mgr. R. Q. Glass Jr., Coml. Mgr.	L. B. Jenkins, Prog. Dir. N. P. Mitchell, Prom. Mgr. William E. Garrison, Chief Engr.	Avery-Knodel Thesaurus UP
GREENVILLE	WMRC 1940	1490; CP:1440 250; CP:500	Textile Broadcasting Co. 3 College St. 3-2751	ABC	R. A. Jolley Sr., Pres. W. Ennis Bray, Gen. Mgr. Clifford B. Dennison, Coml. Mgr.	William T. Arrington, Prog. Dir. Frank Cope, Prom. Mgr. George D. Tate, Chief Engr.	Burn-Smith World SESAC AP
GREENWOOD	WCRS 1941	1450 250	Grenco Inc. P. O. Box 868 4300	NBC	Douglas Featherstone, Pres. Dan Crosland, Mgr. Ralph Norman, Coml. Mgr.	Newton S. Smyth, Prog. Dir. Harold Bell Wright, Prom. Mgr. Charles M. Sparks, Chief Engr.	McGillvra Capitol AP
GREER	WEAB (Construction	800 250-D permit)	Greer Bcstg. Co. 10 Trade St.		W. Ryan Frier & Ed A. Burch, Partners		
HARTSVILLE	WHSC 1946	1450 250	Hartsville Bcstg. Co. Inc. College Ave. 654	MBS	Charles H. Campbell, Pres. Raymond Caddell, Gen. Mgr. Richard D. Ward, Coml. & Prom Mgr.	Joe Fuller, Prog. Dir. Donald A. Brienen, Chief Engr.	Capitol AP
LAURENS	WLBG 1948	860 250-D	WLBG, Inc. Laurens 22331	KBS	James C. Todd, Pres. John F. Arrington Jr., Gen. & Coml. Mgr. Len Ledford, Prog. Dir.	Colleen Willard, Prom. Mgr. Clyde C. McClure, Chief Engr.	World UP
MULLINS	WJAY (Construction	1280 1,000-D permit)	Mullins & Marion Bcstg. Co. Mullins	......	W. H. Daniel Jr. W. L. Harrelson Owners W. G. Smith Paul Myhand, Gen. Mgr.		
MYRTLE BEACH ..	WMRA 1948	1450 250	Myrtle Beach Bcstg. Co. Ocean Forest Hotel 2100	KBS	Joe C. Ivery, Pres. Wm. D. Huff, Mgr.		McGillvra
NEWBERRY	WKDK 1946	1240 250	Newberry Bcstg. Co. 11 Radio Dr. 143	MBS KBS	C. A. Kaufmann, Pres. & Gen. Mgr. Ann Fleniken, Prog. Dir.	Charlie Bowers, Coml. Mgr. George N. Martin, Chief Engr.	World AP
ORANGEBURG	WRNO 1946	1450 250	WRNO, Inc. Orangeburg 1420	MBS	Charles S. Henerey, Pres. Frank B. Best, Gen. Mgr.	Frank B. Best Jr., Prog. Dir. Gus Browning, Chief Engr.	Capitol AP
ORANGEBURG	WTND 1948	1270 1,000-D	Sims Publishing Co. Radio Center 1600	......	J. I. Sims, Pres. G. L. Sims, Gen. Mgr.		Continental Lang-Worth UP
ROCK HILL	WRHI 1944	1340 250	York County Bcstg. Co. Rock Hill Natl. Bank Bldg. 294	MBS KBS	E. H. Carroll Virginia B. Carroll Owners James S. Beaty Jr. William C. Beaty	James S. Beaty Jr., Gen. Mgr., Chief Engr. George P. Cobb, Coml. & Prom. Mgr. William C. Beaty, Prog. Dir. & Sta. Mgr.	World AP
ROCK HILL	WTYC 1948	1150 1,000-D	Tri-County Bcstg. Co. Robert Marshall Hotel 1127-J	......	W. G. Reid, Pres. O. Frank Thornton, Secy-Treas. Kenneth N. McClure, Gen. Mgr. George Blackwell, Coml. Mgr.	James C. Clark, Prog. Dir. Richard S. Philbrick, Chief Engr.	Friedenberg Lang-Worth Cole UP
SENECA	WSNW (Construction	1150 1,000-D permit)	Blue Ridge Bcstg. Co. P. O. Box 443	......	J. A. Gaillimore, Pres.		
SPARTANBURG	WORD 1940	1400 250	Spartan Radiocasting Co. 291 E. Main St. 6000	ABC	Walter J. Brown, Pres. John W. Kirkpatrick, Gen. Mgr. John Carrington, Coml. Mgr.	Al Willis, Prog. Dir. & Prom. Mgr. Clyde Burdette, Chief Engr.	Taylor-Boroff World Lang-Worth AP
SPARTANBURG	WSPA 1930	950 5,000	Spartanburg Adv. Co. 244 E. Main St. 2900	CBS	Frances Hipp, Pres. G. Richard Shafto, Gen. Mgr. Roger A. Schaffer, Mngng. Dir.	Guy Vaughan Jr., Coml. Mgr. Ed McGrath, Prog. Dir. Tom J. Fleming, Prom. Mgr. Harold R. Beckholt, Chief Engr.	Blair Cummings Associated UP
SUMTER	WFIG 1940	1340 250	Radio Station WFIG Inc. Radio Center Bldg. 1340	MBS	Hubert Osteen, Pres. T. Doug Youngblood, Gen. Mgr. W. H. Moore Jr., Coml. Mgr.	Paull Reidy, Prog. Dir. Robert Raymond, Prom. Mgr. James L. Williams, Chief Engr.	McGillvra Lang-Worth AP
WALTERBORO	WALD 1947	1490 250	Walterboro Bcstg. Co. Ft. Benson St. 3861	MBS	R. M. Jeffries, Pres. Charles T. Thoman, Gen. Mgr. Beulah Glover, Coml. Mgr.	Allen Wester, Prog. Dir. William Harbeson, Prom. Mgr. Roger Clark, Chief Engr.	AP

DIRECTORY OF STANDARD BROADCASTING STATIONS OF THE UNITED STATES

**—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. SH—Specified Hours. U—Unlimited. CP—Construction Permit Issued*
LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.
(Data corrected to December 6, 1948)

SOUTH DAKOTA

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel		Representatives Transc. Library News Service
ABERDEEN	KABR 1935	1420 5,000	Aberdeen Broadcast Co. 117½ S. Main St. 4626	MBS Gt. Northern	H. C. Jewett Jr., Pres. A. A. Fahy, Gen. Mgr. Fred C. Stellner, Coml. Mgr.	E. C. Pieplow, Prog. Dir. R. A. Fahy, Prom. Mgr. Delbert T. Hunt, Chief Engr.	Walker Standard AP
ABERDEEN	KSDN 1948	930 1,000	Aberdeen News Company 12 Third Ave. 4573	......	Henry J. Schmitt, Pres. Byron McElligott, Gen. Mgr. Russa Osborne, Coml. Mgr.	Robert N. Runyon, Prog. Dir. George Crocker, Chief Engr.	Sears & Ayer World Capitol AP
DEADWOOD	KDSJ 1946	1450 250	Daniels & Sons Franklin Hotel 186	KBS	John Daniels Harry Daniels } Partners Eli Daniels Eli Daniels, Gen., Coml. Mgr. & Chief Engr.	Joe Ramay, Prog. Dir. Harry Daniels, Prom. Mgr.	World SESAC UP
HURON	KIJV 1945	1340 250	James Valley Bcstg. Co. 34 2nd S. E. 765	MBS	Max F. Staley, Pres. & Gen. Mgr. R. S. Brandt, Coml. Mgr.	Rex King, Prog. Dir. Roland H. Marty, Chief Engr.	Walker Thesaurus UP
MITCHELL	KMHK 1947	1490 250	Mitchell Bcstg. Assn. 217 N. Main St. 621	MBS	Raymond V. Eppel James P. Ryan } Partners Raymond V. Eppel, Gen. Mgr. & Prog. Dir.	B. Harland Ohde, Coml. & Prom. Mgr. Robert G. Taylor, Chief Engr.	Capitol UP
PIERRE	KGFX 1927	630 200-D	Estate of Dana McNeil 203 W. Summit Ave. 2351	KBS	Ida A. McNeil, Director, Owner, Gen. & Coml. Mgr.	Charles W. Hobbs, Chief Engr.	Continental UP
RAPID CITY	KOTA 1936	1380 5,000	Black Hills Broadcast Co. Alex Johnson Hotel 2000	CBS	Robert J. Dean, Pres. & Gen. Mgr. Abner H. George, Asst. Mgr. Stan Leiberman, Coml. Mgr.	Harry Peterson, Prog. Dir. E. Crilly, Prom. Mgr. A. E. Griffiths, Chief Engr.	Lorenzen & Thompson Standard Associated Capitol UP
RAPID CITY	*WCAT 1922	1230 100-D SH	South Dakota School of Mines and Technology	......			
SIOUX FALLS	KELO 1937	1320 5,000	Midcontinent Bcstg. Co. Phillips Ave. at 8th St. 6363	NBC	S. Fantle Jr., Pres. & Gen. Mgr. Ted Matthews, Coml. Mgr. Evans Nord, Prog. Dir.	Sallie Nissen, Prom. Mgr. Lester C. Froke, Chief Engr.	Pearson Standard Capitol UP
SIOUX FALLS	KIHO 1948	1270 1,000	Big Sioux Bcstg. Co. Inc. 218 S. Main Ave. 912	MBS	James E. Sweet & David J. Kempkes, Co-Mgrs. Larry LaBrie, Coml. Mgr.	Fred Schweikher, Prog. Dir. Ray Hamilton, Asst. Mgr.	Raymer World UP
SIOUX FALLS	KISD 1948	1230 250	KISD, Inc. 311 S. Phillips Ave. 8200	......	Howard Alton Sr., Pres. Verl Thomson, Gen. Mgr. & Prog. Dir.	Bud Doss, Coml. Mgr. Bruce Brodie, Chief Engr.	Lang-Worth MacGregor AP
SIOUX FALLS	KSOO 1927	1140 5,000 L-WRVA	Sioux Falls Bcstg. Assn. Inc. 317 S. Phillips 757	......	Morton H. Henkin, Pres. George R. Hahn, V.P. & Gen. Mgr. Rollie R. Williams, Sales Mgr.	Ray Loftesness, Prog. Dir. George Rohn, Prom. Mgr. Max F. Staley, Chief Engr.	Avery Knodel Standard Thesaurus AP
VERMILLION	*KUSD 1922	920 500 ST-KFNF	University of South Dakota Union Bldg. 601-J	......	I. D. Weeks, Pres. U of S.D. Irving R. Merrill, Gen. Mgr. Keith J. Nighbert, Prog. Dir.	Bill Lynn, Prom. Mgr. John E. Goslin, Chief Engr.	AP
WATERTOWN	KWAT 1926	1240 250	Midland Nat'l Life Ins. Co. Midland Bldg. 777	KBS	F. L. Bramble, Pres. E. M. Tobin, Gen. Mgr. Morris Wissott, Coml. Mgr.	Charles H. Swenson, Prog. Dir. Ross Case, Prom. Mgr. Francis Alwin, Chief Engr.	World SESAC UP
YANKTON	WNAX 1926	570 5,000	Cowles Bcstg. Co. 2nd & Capitol Sts. 442	ABC, MBS	Gardner Cowles, Pres. Robert R. Tincher, Gen. Mgr. Donald D. Sullivan, Coml. Mgr. Luther L. Hill, Exec. V.P.	L. S. Howard, Prog. Dir. Robert B. Donovan, Prom. Mgr. Clifton M. Todd, Chief Engr.	Katz Standard Cole AP, UP



COLOSSAL

Daytime Coverage	132,338
Night time "	29,420
Population	497,844
Annual Sales	$139,176,000

5kw AM 3kw FM full time
Only CBS station in S.D.
New RCA transmitters (AM-FM)

OTHER COLOSSALS

The Black Hills have: World's Largest Air Force Hangar; North America's Largest GOLD MINE; Greatest Tourist Traffic in America; Colossal Growth of Rapid City—1940...13,844; 1945...17,292 NOW 26,616

RICHEST 100 MILE SQUARE ON EARTH

LARGEST SINGLE CATTLE SHIPPING POINT IN AMERICA (BELLE FOURCHE)

KOTA

ROBERT J. DEAN,
President

RAPID CITY, S. D.

5 KW AM 3 KW FM

CBS for South Dakota

LORENZEN & THOMPSON,
National Representatives

DIRECTORY OF STANDARD BROADCASTING STATIONS OF THE UNITED STATES

**—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. SH—Specified Hours. U—Unlimited. CP—Construction Permit Issued. LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.*
(Data corrected to December 6, 1948)

TENNESSEE

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel		Representatives Transc. Library News Service
ATHENS	WLAR 1946	1450 250	Athens Bcstg. Co. N. Jackson St. 891	MBS KBS	Lowell F. Arterburn, Owner & Chief Exec. Otis Parker, Gen. Mgr. Bill Tracy, Prog. Dir.	B. J. Charles, Traffic Mgr. J. W. Turner, Chief Engr.	Standard UP
BRISTOL	WOPI 1929	1490 250	Radiophone Bcstg. Station WOPI Inc. 310 State St. 3730	NBC KBS	W. A. Wilson, Pres. & Gen. Mgr. James C. Wilson, Coml. Mgr. Sid Tear, Prog. Dir.	Mike Cady, Prom. Mgr. Russell V. Robinson, Chief Engr.	Burn-Smith Lang-Worth Capitol World UP
CHATTANOOGA 2	WAGC 1946	1450 250	Tenn. Valley Bcstg. Co. Hotel Patten 7-1128	MBS	Gordon Gambill Humphrey Haywood R. T. Russell H. M. Martin Owners Vann Campbell, Gen. Mgr.	H. Dennison Parker, Coml. Mgr. June Lewis, Traffic Dir. Charles Stokely, Chief Engr.	Rambeau Lang-Worth AP
CHATTANOOGA 2	WAPO 1936	1150 5,000-LS 1,000-N	WAPO Bcstg. Service Read House 6-6141	NBC	R. G. Patterson, Gen. Mgr. Helen Patterson, Coml. & Prom. Mgr. Frances Harley, Prog. Dir.	B. B. Barnes, Chief Engr.	Headley Reed World Associated AP
CHATTANOOGA 2	WDEF 1941	1370 5,000-LS 1,000-N	WDEF Bcstg. Co. Volunteer Bldg. 6-5664	ABC	Joe W. Engel, Pres. Ken Flenniken, Gen. & Coml. Mgr.	Tom Nobles, Prog. Dir. & Prom. Mgr. B. C. Baker, Chief Engr.	Branham Capitol Cole UP
CHATTANOOGA 2	WDOD 1925	1310 5,000	WDOD Bcstg. Corp. Hamilton Natl. Bank Bldg. 6-5117	CBS	Norman A. Thomas, Pres. Earl W. Winger, V.P. Ralph H. Patt Jr., Gen. & Coml. Mgr.	Gene A. Carr, Prog. Dir. Jack C. Fiedler, Prom. Mgr. Roy Owen, Chief Engr.	Raymer Standard UP
CHATTANOOGA 3	WDXB 1948	1490 250	Joe V. Williams, Jr. 539 Vine St. 6-1114	......	J. V. Williams Jr., Pres. Charles H. Gullickson, Gen. & Coml. Mgr.	Walter S. Stamper, Prog. Dir. & Prom. Mgr. Byron E. Fincher, Chief Engr.	Forjoe World INS
CLARKSVILLE	WCLC (Construction permit)	950 1000-D	Leaf Chronicle Co. 112 S. Second St.	......	James E. Charlet, Gen. Mgr. John G. MacDonald, Prog. Dir. & Prom. Mgr.	James King, Chief Engr.	Standard AP
CLARKSVILLE	WJZM 1941	1400 250	Campbell & Sheftall 411 Madison St. 2295	MBS KBS	E. T. Campbell, Pres. & Gen. Mgr. Clarence L. Waggoner, Coml. Mgr.	Clay Cline, Prog. Dir. & Prom. Mgr. John H. Bailey, Chief Engr.	Continental World Capitol AP
CLEVELAND	WBAC 1945	1340 250	Robert W. Rounsaville Radio Center 62	MBS	Robert W. Rounsaville, Owner Sam R. Davis, Gen. & Coml. Mgr. Art Selley, Prog. Dir.	Edith Lasater, Prom. Mgr. William D. Stuart, Chief Engr.	UP
COLUMBIA	WKRM 1946	1340 250	Middle Tenn. Bcstg. Co. P. O. Box 71 1340	MBS KBS	R. M. McKay Jr., Pres., Gen. & Coml. Mgr.	Charles Baker, Prog. Dir. Revis V. Hobbs, Chief Engr.	UP
COOKEVILLE	WHUB 1940	1400 250	WHUB Inc. 315 E. Spring St. 200	CBS KBS	M. L. Medley, Pres., Gen. & Coml. Mgr. Joe Mabry, Prog. Dir. & Sta. Mgr.	George Daughtery, Chief Engr.	Continental Lang-Worth UP
DYERSBURG	WDSG 1946	1450 250	State Gazette Bcstg. Co. Inc. Box 58 77	MBS KBS	Frank Armstrong, Gen. Mgr. Charles R. Bowen, Coml. Mgr. Norb Beckers, Prog. Dir.	Cecil W. Morrow, Chief Engr.	World AP
ELIZABETHTON (Johnson City)	WBEJ 1946	1240 250	Robert Rounsaville & George Clark Radio Center 1030	MBS	R. W. Rounsaville, Pres. Thad Fitch, Gen. Mgr. Bill Wagner, Coml. Mgr.	Bill Edgar, Prog. Dir. Condon Bowers, Chief Engr.	UP
FAYETTEVILLE	WEKR 1948	1240 250	Elk River Bcstrs. Box 625 1240	MBS	R. A. Largen, Pres. Arthur D. Smith, Jr., Gen. Mgr. Edward H. Morgan, Coml. Mgr.	Frank Huber, Prog. Dir. & Prom. Mgr. Elton C. Hick, Chief Engr.	UP
GALLATIN	WHIN 1948	1010 1,000-D	Sumner County Broadcasting Co. 1010	......	Charles B. Cage, Gen. Mgr. Lee Blum, Coml. Mgr. Weston Britt, Sta. Mgr., Prog. Dir. & Prom. Mgr.	Harold Woodard, Chief Engr.	Capitol UP
GREENEVILLE	WGRV 1946	1340 250	Radio Greeneville Inc. Radio Bldg. 797	MBS	R. W. Rounsaville, Pres. Paul Metcalfe, Sta. Mgr. Hugh Pickel, Coml. Mgr.	Max Killian, Prog. Dir. Laile Hampton, Chief Engr.	UP
HARRIMAN	WHBT 1946	1230 250	Harriman Bcstg. Co. Inc. Devonia at Crescent 850	KBS	F. L. Crowder, Pres. & Gen. & Coml. Mgr. John Fielder, Prog. Dir. J. M. Hickman, V.P.	Carl Williams, Prom. Mgr. Kenneth Hargis, Chief Engr.	Cox & Tanz Standard UP
HUMBOLDT	WIRJ (Construction permit)	740 250-D	Gibson County Bcstg. Co. Plaza Theatre Bldg.	......	J. Frank Warmath, Pres. Thomas N. Nobbs, Secy.-Treas.	Robert S. Kelly, V.P. & Gen. Mgr.	

So Big

WHHM IS BIG IN A SPECIAL SORT OF WAY.

Big in the affection in which it is held by its alert, active audience.

Big in the confidence placed in it by advertisers who keep on renewing spots and programs.

Big in the estimation of time buyers who have seen WHHM pay off at the cash register.

Big in those happy, happy Hoopers which have kept up month after month, summer and winter, spring and fall.

Big judged by the fact that

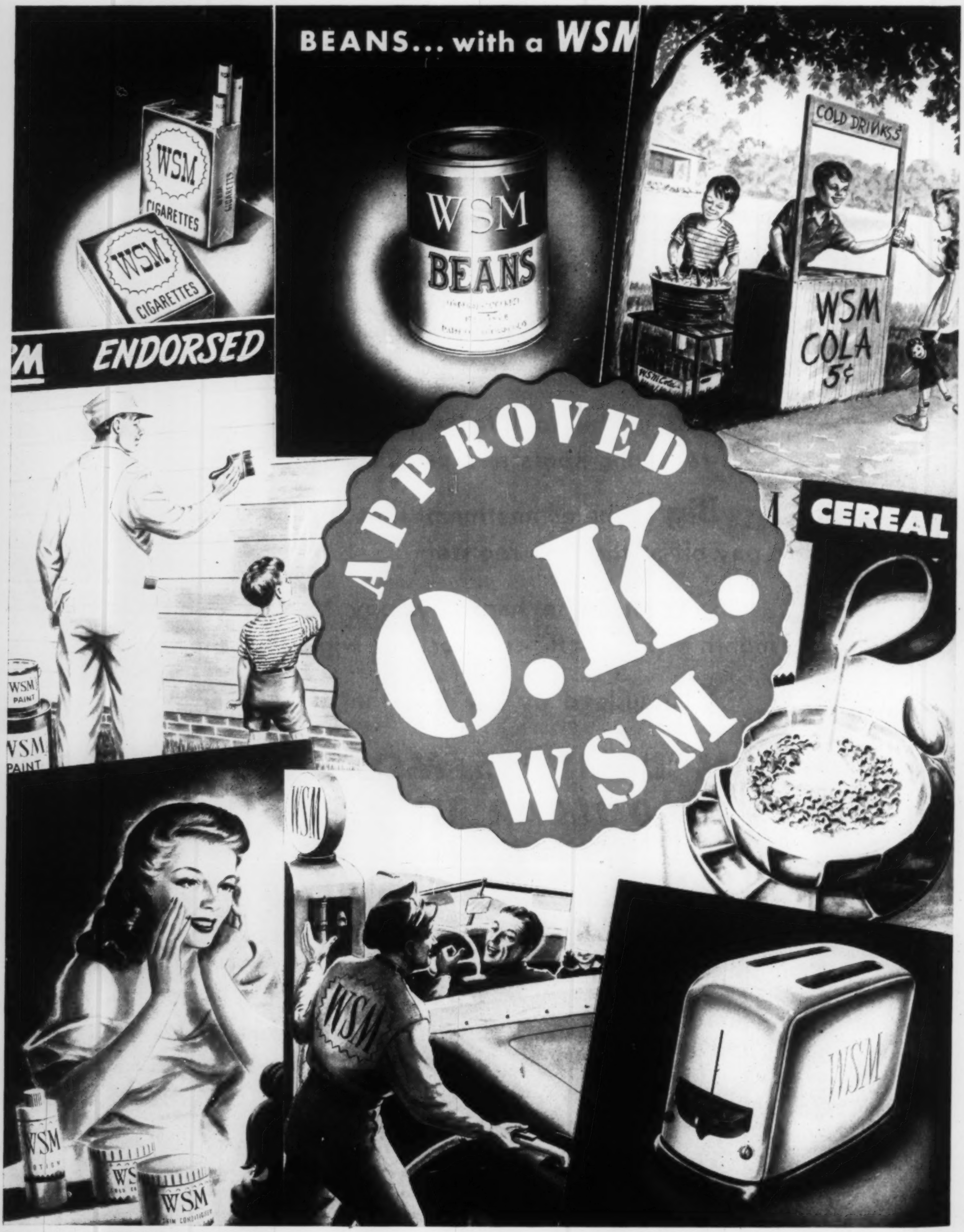
WHHM DELIVERS MORE LISTENERS *PER DOLLAR* IN MEMPHIS

WHHM

Music, News and Sports
24 Hours Daily
MEMPHIS, TENNESSEE

PATT McDONALD, GENERAL MANAGER ★ FORJOE & CO., REPRESENTATIVES

Member of
Association
of Independent
Metropolitan Stations


BEANS... with a WSM
WSM CIGARETTES
WSM CIGARETTES
WSM BEANS
COLD DRINKS 5¢
WSM COLA 5¢
M ENDORSED
WSM PAINT
WSM PAINT
APPROVED
O.K.
WSM
CEREAL
WSM
WSM LOTION
WSM
WSM
WSM
WSM

"APPROVED, WSM"!

THE borderline between competitive items is often mighty slim. But not WSM promoted goods. They carry a strong stamp of approval. You can't see it, but you can sure feel it in sales. Because the WSM audience believes in WSM, hence in what is WSM-advertised.

Since 1925, WSM has carefully and painstakingly built this acceptance.

It has grown into a power of far more importance to advertisers than our 50,000 watts, our clear channel or our audience of millions.

EVERY WSM
COMMERCIAL
IS BACKED BY
23 YEARS OF
CONFIDENCE

HARRY STONE, Gen. Mgr., IRVING WAUGH, Commercial Mgr. • EDWARD PETRY & CO., Nat'l Representatives
50,000 WATTS • CLEAR CHANNEL • 650 KILOCYCLES • NBC AFFILIATE

WSM
NASHVILLE

TENNESSEE—(Continued)

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel		Representatives Transc. Library News Service
JACKSON 1	WDXI 1948	**1310** 1,000	Aaron B. Robinson Williams Bldg.	MBS	Aaron B. Robinson, Pres. Bill Winsett, Gen. Mgr. Jack Cecil, Coml. Mgr.	Jim Hoppers, Prog. Dir. Charles R. Hawk, Prom. Mgr. James S. Thomas, Chief Engr.	Burn-Smith Capitol UP
JACKSON	WPLI (Construction permit)	1490 250	George Arthur Smith 438 E. Main St.		George Arthur Smith, Owner		
JACKSON	WTJS 1931	1390 1,000	Sun Publishing Co. 104 Baltimore St. 7-3316	ABC	A. A. Stone, V.P. & Gen. Mgr. Frank S. Proctor, Mgr. Leslie R. Brooks, Jr., Asst. Mgr.	Robert M. Gordon, Chief Engr.	Branham World, Cole AP, UP
JOHNSON CITY	WETB 1947	790 1,000-D	East Tenn. Bcstg. Co. Press Bldg. 3060	KBS	Carl A. Jones, Jr., Pres. Berney Burleson, Asst. Mgr. & Prog. Dir.	E. B. Jones, Chief Engr.	Wood & Colton Capitol, World AP
JOHNSON CITY	WJHL 1938	910 5,000-LS 1,000-N	WJHL Inc. 143 W. Main St. 2780	ABC	W. Haynes Lancaster, Pres. Ray D. Williams, Gen. & Coml. Mgr.	Walter Heeb, Prog. Dir. Ken Matthews, Prom. Mgr. O. K. Garland, Chief Engr.	Pearson Lang-Worth AP, UP
KINGSPORT	WKPT 1940	1400 250	Kingsport Bcstg. Co. Inc. 222 Commerce St. 2870	NBC	C. P. Edwards, Jr., Pres. A. F. Martin, Gen. Mgr. Phil Weaver, Coml. Mgr.	Paul Overbay, Prog. Dir. Thomas Phillips, Chief Engr.	Lorenzen & Thompson Standard Lang-Worth AP
KNOXVILLE 42	WBIR 1941	1240 250	Radio Station WBIR Inc. 406 W. Church 4-3321	ABC	Gilmore N. Nunn, Pres. & Chief Owner John P. Hart, Gen. Mgr. David Kavanagh, Local Coml. Mgr.	Tys Terwey, Prog. Dir. & Prom. Mgr. J. Rex Horton, Chief Engr.	Pearson Capitol UP AP
KNOXVILLE	WIBK 1946	800 1,000-D	Independent Bcstg. Co. 908 S. Gay St. 4-9866	......	Marvin I. Thompson, Gen. Mgr. Ray Willhite, Prog. Dir.	T. E. Hooper, Chief Engr.	Cooke Associated MacGregor AP
KNOXVILLE	WKGN 1947	1340 250	Clarence Beaman, Jr. Park National Bank Bldg. 40766	MBS	Clarence Beaman, Jr., Pres., Gen. & Coml. Mgr.	Bob Greer, Prog. Dir. Joseph E. Broyles, Chief Engr.	Forjoe Lang-Worth Capitol AP
KNOXVILLE 24	WNOX 1921	990 10,000	Scripps-Howard Radio Inc. 110 S. Gay St. 3-3171	CBS	Jack R. Howard, Pres. R. B. Westergaard, Gen. Mgr. O. L. Smith, Coml. Mgr.	C. A. McMahon, Prog. Dir. Para Lee Brock, Prom. Mgr. Ray Evans, Chief Engr.	Branham Standard UP
KNOXVILLE	WROL 1927	620 5,000	S. E. Adcock 531 S. Gay St. 2-7111	NBC	S. E. Adock, Pres. & Gen. Mgr. W. H. Linebaugh, Coml. Mgr.	John Reese, Prog. Dir. C. T. DeVois, Prom. Mgr. Fred Andrews, Chief Engr.	Blair Thesaurus World UP
LEWISBURG	WJJM 1947	1490 250	James J. Murray Estate Box 20 780	......	Louis D. Lingner, Gen. Mgr. Denny Walker, Prog. Dir.	J. E. Sowell, Chief Engr.	Continental World AP
MARYVILLE	WGAP 1947	1400 250	Gateway Bcstg. Co. Blount National Bank 2490	MBS KBS	V. H. McLean, George R. Dempster, partners F. H. Corbett, Gen. & Coml. Mgr.	Sarah Miller, Prog. Dir. & Prom. Mgr. Curtis Lamarr, Chief Engr.	Lang-Worth UP
McMINNVILLE	WMMT 1948	1230 **250**	McMinnville Bcstg. Co. Inc. N. Chancery St. 401	MBS KBS	Sam J. Albritton, Pres. Royce E. Richards, Gen. Mgr. Roy E. Wood, Jr., Coml. Mgr.	Ernie Richards, Prog. Dir. & Prom. Mgr. Walter A. Duke, Chief Engr.	World UP
MEMPHIS 4	WDIA 1947	730 250-D	Bluff City Bcstg. Co. 2074 Union Ave. 36-2703	......	John R. Pepper } Co-owners E. R. Ferguson }	E. R. Ferguson, Gen. Mgr. Frank Edwards, Chief Engr.	Pearson Standard Cole UP-INS
MEMPHIS 3	WHBQ 1925	1400; CP-560 250; CP-5000-LS 1000-N	Harding College Hotel Gayoso 8-6868	MBS	E. Pournelle, Gen. Mgr. W. H. Grumbles, Coml. Mgr.		Walker Capitol AP
MEMPHIS 3	WHHM 1946	1340 250	Mid-South Bcstg. Corp. Sterick Bldg. 37-4422	......	P. E. Furlow, Pres. Patt McDonald, Gen. & Coml. Mgr.	Allen Avery, Prog. Dir. & Prom. Mgr. William Marsh, Chief Engr.	Forjoe & Co. Lang-Worth AP

Put Your

PUSH

On The Station That Has Audience

PULL!

Audience mail received in the first 52 weeks after we went on our new frequency of 680 kc. with 10,000 watts daytime, 5,000 watts night (from September 21, 1947 through September 18, 1948):

State	Counties	Mail
ALABAMA	67	3,884
ARKANSAS	75	35,277
KENTUCKY	67	2,478
LOUISIANA	44	1,146
MISSISSIPPI	83	58,284
MISSOURI	58	8,374
TENNESSEE	80	56,281
TOTAL	474	165,724

AND — in the same period we received 947 letters from 314 counties in 31 OTHER STATES!

WMPS

MEMPHIS—TENNESSEE

AFFILIATED WITH AMERICAN BROADCASTING CO.

Represented By **RADIO REPRESENTATIVES,** *Inc.*

TENNESSEE—(Continued)

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel		Representatives Transc. Library News Service
MEMPHIS 1	WMC 1923	790 5,000	Memphis Publishing Co. Goodwyn Institute Bldg. 8-7464	NBC So. Central	H. W. Slavick, Gen. Mgr. J. C. Eggleston, Coml. Mgr. Wilson Mount, Prog. Dir.	Walter E. Frase, Prom. Mgr E. C. Frase Jr., Chief Engr. Earl Moreland, Local Sales Mgr.	Branham Thesaurus SESAC UP
MEMPHIS 3	WMPS 1925	680 10.000-LS 5.000-N	WMPS Inc. Columbian Mutual Tower 5-2721	ABC	H. R. Krelstein, V. P. & Gen. Mgr. H. F. Walker, Coml. Mgr. George Faulder, Prog. Dir.	Matty Brescia, Publ. Dir. J. G. Deaderick, Chief Engr	Radio Reps. Standard Lang-Worth Cole AP, UP
MEMPHIS 4	WREC 1922	600 5,000	Hoyt B. Wooten Hotel Peabody 5-1313	CBS	Hoyt B. Wooten, Owner & Gen. Mgr. Hollis R. Wooten, Coml. Mgr.	Roy Wooten, Prog. Dir. Jack Michael, Prom. Mgr. Leroy Wilson Raney, Chief Engr.	Katz World SESAC Lang-Worth UP
MORRISTOWN	WCRK 1947	1450 250	Cherokee Bcstg. Corp. Brown Ave. 1450	MBS	H. S. Walters, Pres. Hal Falter, Gen. Mgr. Howell Ashford Jr., Coml. Mgr.	Joseph Price, Prog. Dir. James A. Redden, Chief Engr.	Holman World AP
MURFREESBORO ...	WGNS 1947	1450 250	Murfreesboro Bcstg. Co. 118 N. Church St. 1450	MBS	Cecil N. Elrod Sr., Pres. Cecil N. Elrod Jr., Gen. Mgr. S. D. Wooten Jr., V. P.	Bill Huddleston, Coml. Mgr Howard Byrum, Prog. Dir. Bill Schoocraft, Prom. Mgr Graham Hatcher, Chief Engr.	Holman World Capitol UP
NASHVILLE 3	WKDA 1947	1240 250	Capitol Bcstg. Co. American National Bank Bldg. 4-0511	......	T. B. Baker Jr. & A. G. Beaman } Owners	T. B. Baker Jr., Gen. Mgr.	Forjoe
NASHVILLE 3	WLAC 1926	1510 50,000	WLAC Bcstg. Serv. Third Natl. Bank Bldg. 6-0161	CBS	J. T. Ward, Owner F. C. Sowell, Gen. & Coml. Mgr. Paul Oliphant, Prog. Dir.	Bill Shaw, Prom. Mgr. F. D. Binns, Chief Engr.	Raymer World UP
NASHVILLE	WMAK 1948	1300 5,000	Volunteer State Bcstg. Co. Inc. Maxwell House 4-3411	MBS	Frank W. Mayborn, Pres. Walter P. Speight Jr., Sta. Mgr. Blackstone Dozier, Coml. Mgr.	Horace C. Young Jr., Prog Dir. Shelton Weaver, Chief Engr	Hollingbery Thesaurus UP
NASHVILLE	WNAH (Construction permit)	1350 1000-D	Hermitage Bcstg. Co. 3501 Grayswood Ave. 9-1164	......	Van T. Irwin Jr., Pres. & Gen. Mgr.	W. W. Lanier Jr., V.P. & Coml. Mgr. Hazel Giddens, V.P.	
NASHVILLE 3.......	WSIX 1927	980 5,000	WSIX Bcstg. Staton Nashville Trust Bldg. 5-5431	ABC MBS	Jack M. Draughon, Pres. E. S. Tanner, Coml. Dir.		Katz Standard AP

FACTS

About Memphis and the Mid-South

(a $2,000,000,000 plus market!)

RETAIL SALES

Dollars	$1,885,564,000
Food	461,835,000
General Merchandise	285,454,000
Drug	60,223,000

EFFECTIVE BUYING INCOME

Gross	$2,825,152,000
Net	2,625,570,000
Farm	787,439,000

and WMC the Commercial Appeal Station

(first in Memphis and the Mid-South since 1923)

Number of Counties	Number of Families*	Radio Families	BMB %	Station Circulation Radio Families
21	136,960	111,440	90	103,974
46	440,096	366,930	80	312,777
59	536,466	444,260	70	371,173
68	598,776	495,380	60	405,017
80	654,796	541,450	50	429,990
92	724,706	598,590	40	456,007
102	778,296	643,210	30	471,772
117	845,046	698,570	20	485,074
137	965,696	796,450	10	499.379

*BMB FAMILIES AND RADIO FAMILIES—1948

NBC • 5000 WATTS • 790 KC

WMC

NATIONAL REPRESENTATIVES
THE BRANHAM COMPANY

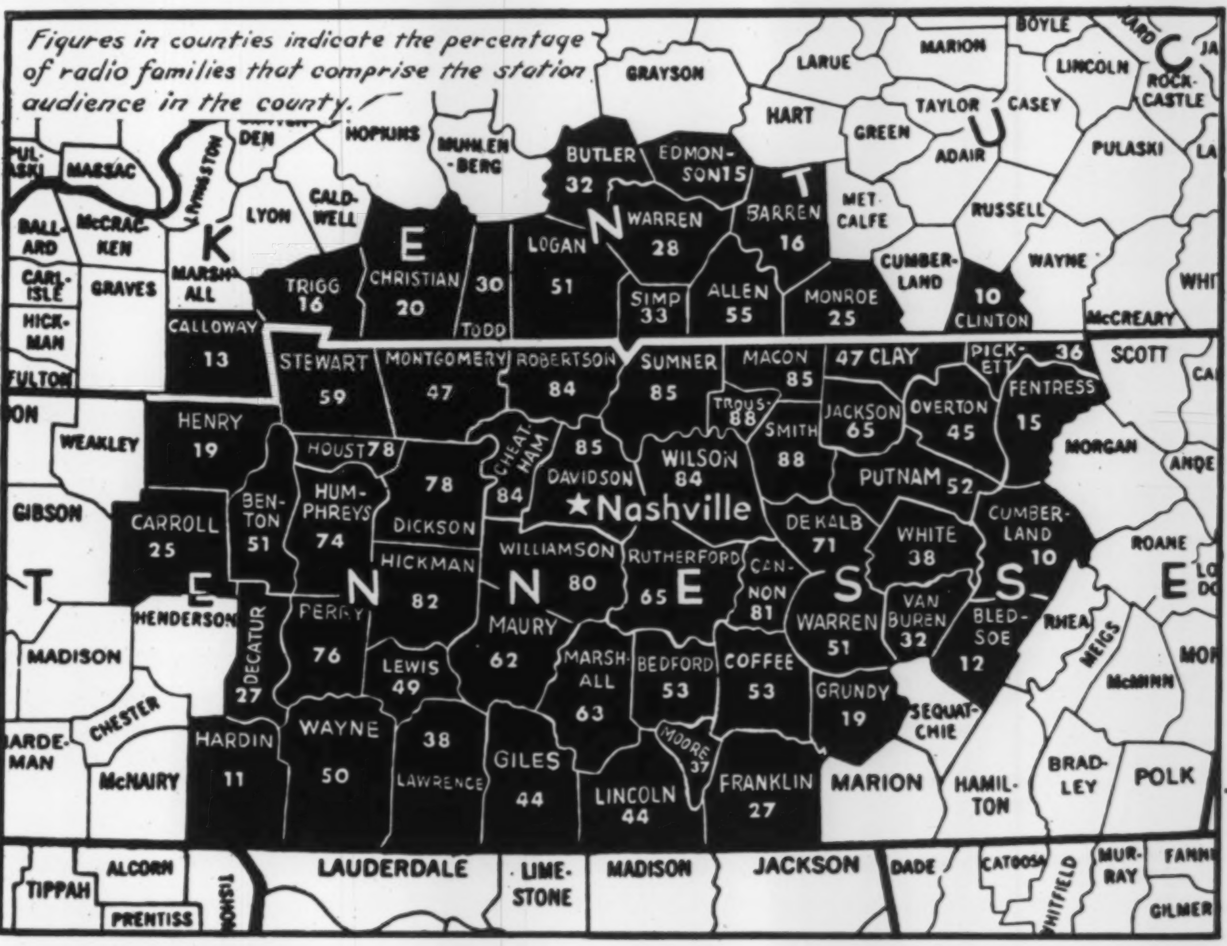
WMC • WMCF • WMCT *owned and operated by the* COMMERCIAL APPEAL

HERE'S HOW YOU CAN COVER THE NASHVILLE MARKET AREA!

Nashville's retail trade area includes 51 counties. You can see that WSIX's daytime audience map covers 60 BMB counties with 25 percent or better in 48 of these. . . Add to this the even more intense penetration shown by mail pull and field strength facts (we'll send them at your request), and you have proof that WSIX gives you the Nashville market. . . Sponsors count on WSIX year after year for a share of the $655,888,000* spent yearly here in retail stores alone. Why not see what WSIX can do for you!

Map and Tabulation Based on BMB
Audience Study No. 1 — March 1946

BMB


Figures in counties indicate the percentage of radio families that comprise the station audience in the county.
KENTUCKY
TENNESSEE
BOYLE
MARION
LINCOLN
ROCKCASTLE
GRAYSON
LARUE
HART
TAYLOR
CASEY
GREEN
ADAIR
PULASKI
HOPKINS
MUHLENBERG
BUTLER 32
EDMONSON 15
LIVINGSTON
MASSAC
CALDWELL
LYON
WARREN 28
BARREN 16
METCALFE
RUSSELL
BALLARD
McCRACKEN
CARLISLE
GRAVES
MARSHALL
TRIGG 16
CHRISTIAN 20
TODD 30
LOGAN 51
SIMPSON 33
ALLEN 55
MONROE 25
CUMBERLAND
CLINTON 10
WAYNE
McCREARY
HICKMAN
FULTON
CALLOWAY 13
STEWART 59
MONTGOMERY 47
ROBERTSON 84
SUMNER 85
MACON 85
CLAY 47
PICKETT 36
FENTRESS 15
SCOTT
HENRY 19
WEAKLEY
HOUSTON 78
CHEATHAM 84
DAVIDSON 85
TROUSDALE 88
JACKSON 65
OVERTON 45
MORGAN
WILSON 84
SMITH 88
PUTNAM 52
ANDERSON
GIBSON
CARROLL 25
BENTON 51
HUMPHREYS 74
DICKSON 78
★Nashville
DEKALB 71
WHITE 38
CUMBERLAND 10
ROANE
WILLIAMSON 80
RUTHERFORD 65
CANNON 81
HICKMAN 82
HENDERSON
DECATUR 27
PERRY 76
MAURY 62
WARREN 51
VAN BUREN 32
BLEDSOE 12
RHEA
MEIGS
MADISON
LEWIS 49
MARSHALL 63
BEDFORD 53
COFFEE 53
GRUNDY 19
SEQUATCHIE
McMINN
CHESTER
HARDEMAN
HARDIN 11
WAYNE 50
LAWRENCE 38
GILES 44
MOORE 37
McNAIRY
LINCOLN 44
FRANKLIN 27
MARION
HAMILTON
BRADLEY
POLK
TIPPAH
ALCORN
PRENTISS
TISHOMINGO
LAUDERDALE
LIMESTONE
MADISON
JACKSON
DADE
CATOOSA
WHITFIELD
MURRAY
FANNIN
GILMER

WSIX
The Voice of Tennessee's Capital City
NASHVILLE TENNESSEE

WSIX
gives you
all three:
MARKET
COVERAGE
ECONOMY

5000 WATTS • 980 KC • ABC
and WSIX-FM • 71 000 W • 97.5 MC

National Representative: THE KATZ AGENCY, INC.

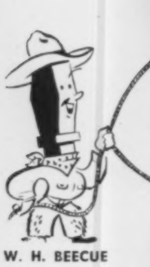
	BMB County Units	1946 Radio Families	BMB Station Audience Families
Home City Nashville 83%	No. of Counties	47,850	39,810
Home County Davidson 85%		67,540	57,610
Percentage Levels			
80% and over	11	98,290	83,520
70% " "	16	107,030	90,130
60% " "	20	128,750	104,010
50% " "	29	159,060	120,030
40% " "	35	180,260	129,760
30% " "	43	195,490	135,120
25% " "	48	216,800	140,900
20% " "	49	224,490	142,470
10% " "	60	252,610	146,690

Complete BMB County and City Data available on request.

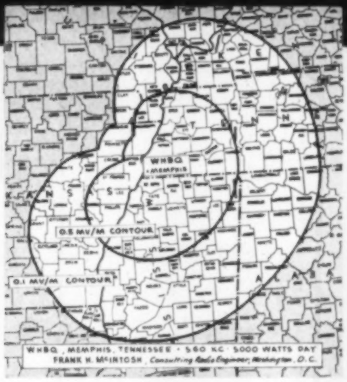
TENNESSEE—(Continued)

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel		Representatives Transc. Library News Service
NASHVILLE 3	WSM 1925	650 50,000	Nat'l. Life & Acc. Ins. Co. National Life Bldg. 6-7181	NBC	John H. DeWitt Jr., Pres. Harry Stone, Gen. Mgr. Irving Waugh, Coml. Mgr.	Jack Stapp, Prog. Dir. Bill Graham, Prom. Mgr. George Reynolds, Chief Engr.	Petry Associated Lang-Worth AP, INS
OAK RIDGE	WATO 1948	1490 250	WATO, Inc. Municipal Market Bldg. 5-3535	MBS	Marshal H. Pengra, Pres. & Gen. Mgr. Harry C. Weaver, Coml. Mgr.	Arthur J. Metzler, Prog. Dir. James Wilburn, Chief Engr.	Lorenzen & Thompson Standard UP
PARIS	WPTN (Construction permit)	910 1,000-D	Broadcasters Associates	......			
PARIS	WTPR 1946	710 250-D	Kentucky Lake Bcstg. System Inc. 100½ Market St. 1700	KBS	E. Weaks Smith, Pres. & Gen. Mgr. Parkman R. Feezer, Coml. Mgr.	Joseph A. Brandt, Prog. Dir. & Prom. Mgr. Chas. W. Jones, Chief Engr.	Holman Lang-Worth AP
PARIS	(Construction permit)	1270 1,000-D	Paris Bcstg. Co.				
PULASKI	WKSR 1947	730 250-D	Robert Ruensaville & George M. Clark Radio Bldg. 661	MBS	R. W. Rounsaville, Pres. Virgil Trimm, Sta. & Coml. Mgr. Berlin Benfield, Prog. Dir.	Andrew Keicher, Chief Engr.	UP
SHELBYVILLE	WHAL 1946	1400 250	Shelbyville Bcstg. Co. 112½ East Side Square 1400	MBS	Chas. Christian, Gen., Coml. & Prom. Mgr. Jean Carroll, Prog. Dir.	T. R. Marsh, Chief Engr.	UP
SPARTA	(Construction permit)	1050 1,000-D	Sparta Bcstg. Co. Box 362, Columbia, S.C.				
TULLAHOMA	WJIG 1948	740 250-D	Tri-Cities Bcstg. Co. Box 411 2607	......	Raymond L. Prescott Jr., Pres. Henry L. Wilson, V. P. R. G. Tanner, Gen. & Coml. Mgr.	R. L. Prescott Jr., Prog. Dir. & Prom. Mgr. Carl Spraggins, Chief Engr.	Lang-Worth UP
UNION CITY	WENK 1946	1240 250	Union City Bcstg. Co. Inc. Clymer-Tittsworth Bldg. 1240	MBS	Aaron B. Robinson, Pres. Frank A. Browne, Gen. & Prom. Mgr. Ernest Watson, Coml. Mgr.	Louis C. Wrather, Asst. Mgr. & Prog. Dir. James Thomas, Chief Engr.	Burn-Smith World UP
WINCHESTER	WCDT 1948	1340 250	Arthur D. Smith Jr. Box 1103 2878	MBS	A. D. Smith Jr., Owner & Mgr. Hollis Carlton, Coml. Mgr.	Larry Carothers, Prog. Dir. Bill Hale, Prom. Mgr. Warren Gilpin, Chief Engr.	SESAC UP

WHBQ-56 FIRST ON YOUR RADIO
MUTUAL in Memphis


Pulling in a Million More Listeners!
W. H. BEECUE

Make More Sales In the MIGHTY MEMPHIS MARKET
with
WHBQ Memphis, Tenn.
5,000 Watts • 20 times more power


WHBQ MEMPHIS
0.5 MV/M CONTOUR
0.1 MV/M CONTOUR
WHBQ · MEMPHIS, TENNESSEE · 560 KC 5000 WATTS DAY
FRANK H. McINTOSH Consulting Radio Engineer, Washington, D.C.

COVERAGE MAP

MR. TIME BUYER
Here are the Vital Statistics:
- Population served by WHBQ — 2,544,500
- Retail Sales — $132,251,500
- Radio Homes — 551,353

(BMB and Sales Management Figures)

★ Write, Wire or Phone for Availabilities

WHBQ

Represented by
THE WALKER CO.

DIRECTORY OF STANDARD BROADCASTING STATIONS OF THE UNITED STATES

**—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. SH—Specified Hours. U—Unlimited. CP—Construction Permit Issued.*
LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.
(Data corrected to December 6, 1948)

TEXAS

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel		Representatives Transc. Library News Service
ABILENE	KRBC 1936	1450; CP-1470 250; CP-5000-LS 1000-N	Reporter Bcstg. Co. Windsor Hotel 6255	ABC Texas State	Eva May Hanks, Pres. Howard Barrett, Gen. Mgr. Forest Lane, Prom & Coml. Mgr.	Leo Reynolds, Prog. Dir. J. B. Casey, Chief Engr.	Pearson Lang-Worth Capitol AP
ABILENE	KWKC 1948	1340 250	Citizens Bcstg. Co. 25th & Butternut Sts. 7287	MBS Lone Star	W. P. Wright, Pres. A. C. Etter, Gen. & Prom Mgr.	Leonard Johnson, Prog. Dir. Lewis Fisher, Chief Engr.	Taylor-Borroff World AP, UP
ALICE	KBKI 1946	1070 1,000-D	Alice Bcstg. Co. Hotel Alice 1360	......	Leon Lloyd, Gen. Mgr.		Lang-Worth World AP
ALPINE	KVLF 1947	1240 250	Big Bend Bcstrs. Holland Hotel 37	KBS	Tommy Erwin, Sta. Mgr.		Taylor-Borroff
AMARILLO	KAMQ 1948	1010 1,000-D	Top of Texas Bcstg. Co. 1301 Polk St. 2-6543	......	Walter G. Russell, Pres. W. J. Dickerson, Gen. Mgr. Jack Petrie, Coml. Mgr.	Ray Whitworth, Prog. Dir. Stewart Parsons, Chief Engr.	Griffith McKinney Thesaurus AP
AMARILLO	KFDA 1939	1,440 5,000-LS 1,000-N	Amarillo Bcstg. Corp. 109 E. 5th St. 5343	ABC	Gilmore Nunn, J. Lindsay Nunn } Partners Howard Roberson, Gen. Mgr.	Bill Fairley, Coml. Mgr. Joe Bob Coble, Prom. Mgr. Noel Luddy, Chief Engr.	Standard World Pearson, UP
AMARILLO	KGNC 1922	710 10,000	Plains Radio Bcstg. Co. Radio Building 4242	NBC Lone Star	Gene A. Howe, Pres. Aubrey Jackson, Gen. Mgr. O. L. Taylor, Exec. Gen. Mgr.	Bob Watson, Prog. Dir. W. H. Torrey, Chief Engr.	Taylor-Borroff Lang-Worth Cole AP, UP
AMARILLO	KVAI 1948	940 1,000	Plains Empire Bcstg. Co. 1014 W. 7th 2-6773	MBS	Lonnie J. Preston, Pres. & Gen. Mgr. Lew Preston, Prog. Dir.	Pat. Flynn, Prom. Mgr. A. B. Clopton, Chief Engr.	Walker Associated UP
ATHENS	KBUD 1948	1410 250-D	The Henderson County Bcstg. Co. 207 E. Tyler St. 650	......	J. B. McNutt, Jr., Merl Saxon } Partners	J. B. McNutt, Jr., Gen. Mgr. & Chief Engr.	Lang-Worth UP
AUSTIN	KNOW 1926	1490 250	Frontier Bcstg. Co. Capitol National Bank Building 2-6213	ABC Texas State	Gene L. Cagle, Pres. Lewis R. Cook, Gen. Mgr.	Conrad Vernon, Prog. Dir. & Prom Mgr. James E. Lewis, Chief Engr.	Weed Capitol AP
AUSTIN	KTBC 1939	590 5,000-LS 1,000-N	Texas Bcstg. Corp. P.O. Box 717 2-2424	CBS Lone Star	Claudia T. Johnson, Pres. J. C. Kellem, Gen. Mgr. Willard Deason, Sales Mgr.	Richard Pryor, Prog. Dir. Harvey O. Payne, Prom. Mgr. Frank W. Yeagley, Chief Engr.	Taylor-Borroff World UP
AUSTIN	KTXN 1948	1370 1,000-D	Thomas G. Harris 309 W. 29th St. 7-4476	......	Thomas G. Harris, Pres. & Gen. Mgr. Lloyd E. Arnold, Coml. Mgr.	Christine Tinsley, Prog. Dir. David O. Martin, Chief Engr.	Thesaurus AP
AUSTIN	KVET 1946	1300 1,000	Austin Bcstg. Co. 113 W. 8th St. 8-8521	MBS	John B. Connally, Pres. & Gen. Mgr. Fred M. Caldwell, Prog. Dir	H. Welborn Dunlop, Asst. to Mgr. Frank W. Yeagley, Chief Engr.	Forjoe Lang-Worth UP
BALLINGER	KRUN 1947	1400 250	Runnels County Bcstg. Co. Ballinger 711	MBS KBS	R. E. Bruce, Gen. Mgr. J. M. Isaacs, Coml. Mgr. & Prog. Dir.	W. C. Kelley, Chief Engr.	Standard SESAC AP
BAY CITY	KIOX 1947	1270 1,000	Bay City Bcstg. Co. W. Columbia Hiway 642	MBS KBS	J. G. Long, Pres. John F. Cooke, Gen. Mgr. Pat Reed, Coml. Mgr.	Laverne B. Ewing, Prog. Dir. Hal Ewing, Prom. Mgr. Glenn R. Ellis, Chief Engr.	Capitol AP
BAYTOWN	KRCT 1947	650 250-D	Bay Bcstg. Co. Box 629 1650	KBS	C. Q. Alexander, Pres. O. J. Howell, V.P. E. H. Keown, Gen. Mgr. Sylvia McKinstry, John Thompson, Coml. Mgrs.	G. E. Knapp, Prod. Mgr. Scott Cooper, Chief Engr.	McGillvra Standard AP
BAYTOWN	KREL 1947	1360 1,000	Tri-Cities Bcstg. Co. P.O. Box 419 1360	......	Robert Matherne, Pres. R. S. Bush, Gen. Mgr. Glen Travis, Coml. Mgr.	Byard Sooy, Prog. Dir. Marvin Dougharty, Chief Engr.	Lang-Worth Associated UP
BEAUMONT	KFDM 1924	560 5,000	Beaumont Bcstg. Corp. 1420 Calder Ave. 2-7758	ABC Lone Star	D. A. Cannan, Pres. C. B. Locke, Secy-Treas., Gen. & Coml. Mgr.	Dave Russell, Prog. Dir. Helen Caldwell, Prom. Mgr. H. S. Jones, Chief Engr.	Free & Peters Lang-Worth Standard UP
BEAUMONT	KPBX 1947	1380 1,000-D	KPBX Bcstg. Co. New Crosby Hotel 2-0201	......	H. R. McGuire, Gen. Mgr. D. K. Maxted, Coml. & Prom. Mgr. Hugh Herrington, Prog. Dir.	Hugh Strain, Chief Engr.	Forjoe Standard MacGregor SESAC AP
BEAUMONT	KRIC 1938	1450 250	KRIC Inc. 130 Wall St. 4-9421	......	Mrs. J. L. Mapes, Pres. E. C. Davis, V.P. & Gen. Mgr. & Actg. Coml. Mgr.	Bob Tucker, Prog. Dir. Marvin J. Easterwood, Chief Engr.	Branham Thesaurus Capitol Associated AP

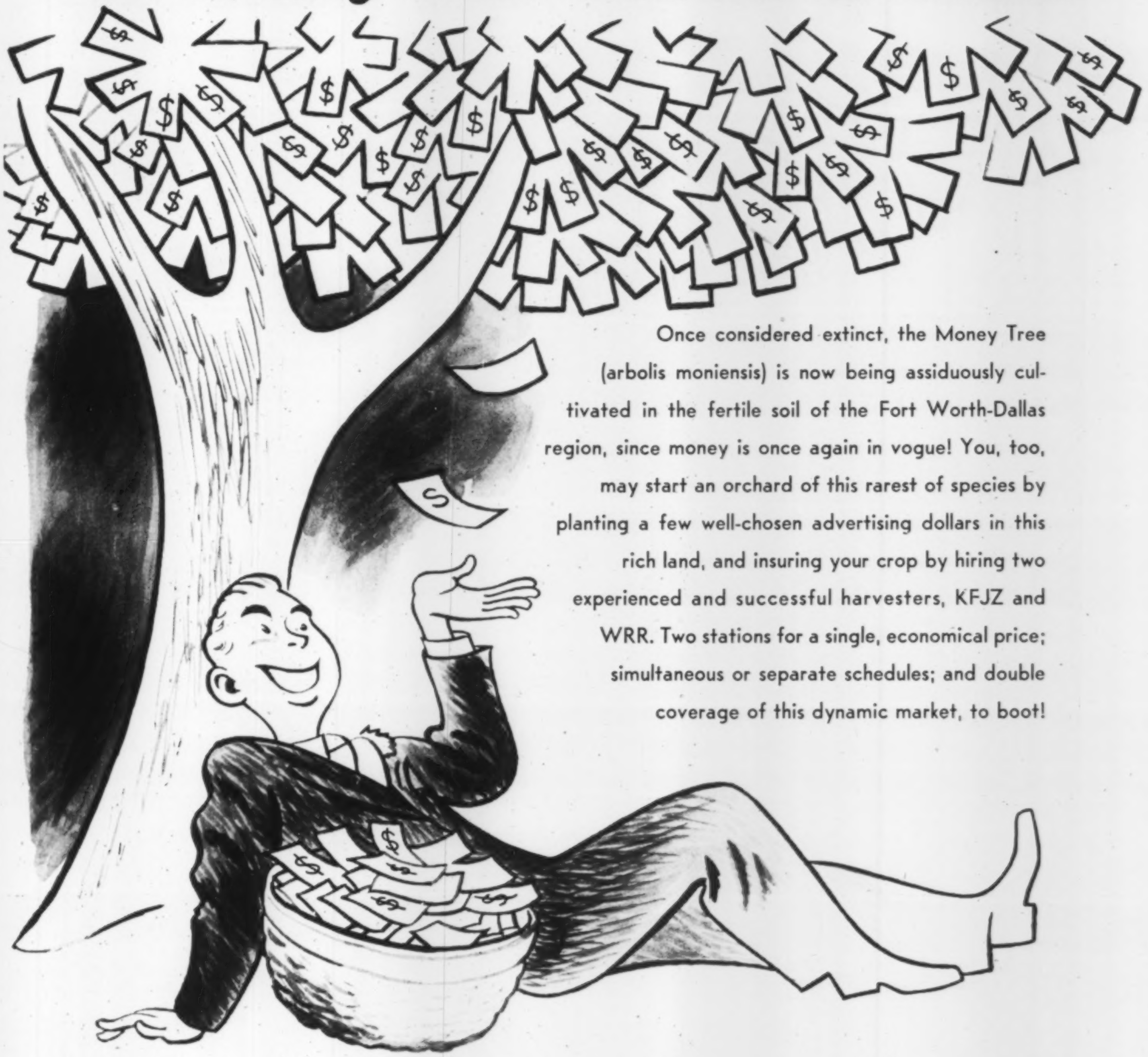
DIRECTORY OF STANDARD BROADCASTING STATIONS OF THE UNITED STATES

**—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. SH—Specified Hours. U—Unlimited. CP—Construction Permit Issued*
LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.
(Data corrected to December 6, 1948)

TEXAS—(Continued)

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel		Representatives Transc. Library News Service
BEAUMONT	KTRM 1947	990 250-D	KTRM Inc. 230 Orleans St. 2-8478	KBS	Jack Neil, Pres. & Gen. Mgr. G. L. Kirk, Coml. Mgr.	Joe S. Trum, Prog. Dir. & Prom Mgr. Ben F. Hughes, Chief Engr	World INS
BIG SPRING	KBST 1936	1490 250	Big Spring Herald Bcstg. Co. Inc. 702 Johnson St. 1500	ABC Texas State	William J. Wallace, Gen. Mgr. William L. Cox, Coml. Mgr. Robert Lindley, Prog. Dir.	Loyd Wooten, Prom. Mgr. Andrew M. Jones, Chief Engr.	Pearson AP
BONHAM	KFYN 1936	1420 250-D	Fannin County Bcstg. Co. 781	......	Frank Svoboda, Owner Bob Shuffler, Gen. Mgr. Buster Thornton, Coml. Mgr.	Laurin Donaldson, Prog. Dir. Truman Wright, Chief Engr	World Monogram UP
BORGER	KHUZ 1947	1490 250	R. G. Hughes P.O. Box 1531 1600	MBS	R. G. Hughes, Owner Wayne Phelps, Gen. Mgr.	Lynn Miller, Prog. Dir. Herman Kreiger, Chief Engr.	Lang-Worth SESAC AP
BRADY	KNEL 1935	1490 250	G. L. Burns Brady 77	KBS	G. L. Burns, Pres. & Gen. Mgr. C. D. Reed, Coml. & Prom. Mgr.	Gene Burns, Prog. Dir. Cecil Nelin, Chief Engr.	AP
BRECKENRIDGE	KSTB 1947	1430 500-D	Stephens County Bcstg. Co. Miller Bldg. 773	KBS	Manning L. Trammel } Partners Robert W. Chapman } Robert W. Chapman, Gen. & Coml. Mgr.	R. L. Smith, Chief Engr.	Lang-Worth AP
BRENHAM	KWHI 1947	1280 1,000-D	Tom S. Whitehead Branham 655	......	Tom S. Whitehead, Owner & Mgr. Leo W. Gardner, Coml. Mgr	Bill Sloan, Prog. Dir. Richard Webb, Chief Engr.	Lang-Worth SESAC UP
BROWNSVILLE	KBOR (Construction permit)	1600 1,000-D	Brownsville Bcstg. Co. P.O. Box 472	......	Minor J. Wilson, Gen. Mgr. Willis A. Wilson, Chief Engr.		AP
BROWNSVILLE	KVAL 1946	1490 250	KVAL Bcstg. Co. P.O. Box 1792 26452	ABC Texas Quality	T. Frank Smith, Pres. & Gen. Mgr. William Elkner, Coml. Mgr.	Duane M. MacCoy, Prog. Dir Ken Ratliff, Prom. Mgr. Ed Frazier, Chief Engr.	Free & Peters AP
BROWNWOOD	KBWD 1941	1380 1,000-LS 500-N	Brown County Bcstg. Co. 800 Hawkins St. 2401	MBS KBS Texas—State	Wendell Mayes, Pres. & Gen. Mgr. F. T. Wilson, Coml. Mgr. Howard L. Edwards, Prog. Dir.	Pat Brinkley, Prom. Mgr. A. W. Stewart, Chief Engr.	Walker Lang-Worth UP
BRYAN	KBRZ (Construction permit)	1440 500-D	The Brazos Bcstg. Co. 2306 N. Washington St. Dallas, Tex.	......	Joe A. Marino, Pres. John Benedetto, V.P.		
BRYAN	KORA 1947	1240 250	Bryan Bcstg. Co. 305 W. 26th St. 2-1451	......	David C. Jones Jr., Pres., Gen. Mgr., & Chief Engr.	Euell G. Byers, Coml. Mgr. William J. Zak Jr., Prog. Dir.	Thesaurus AP
CENTER	KDET (Construction permit)	930 1,000-D	Center Bcstg. Co.	......	Tom E. Foster } Partners Tom Potter }		
CHILDRESS	KCTX 1947	1510 250-D	Golden West Bcstg. Co. Inc. 217½ N. Main 1085	MBS	R. Malone Hagan, Pres. & Coml. Mgr. George D. Cowan, Gen. Mgr.	James D. Abbott, Prog. Dir. Peggy Bellah, Prom. Mgr. John D. Braffett, Chief Engr.	Standard AP
CLEBURNE	KCLE 1947	1120 250-D	Marti Inc. 919 N. Main 1025	......	George W. Marti, Pres. & Gen. Mgr. Frank H. Hardgrove, Coml. Mgr. D'Voe Lee, Prog. Dir.	Phil Vogel, Prom. Mgr. John Marti, Asst. Mgr. Loyd E. Rogers, Chief Engr.	Capitol UP
COLEMAN	KSTA 1947	1000 250-D	Coleman County Bcstg. Co. Box 827 8406	......	H. H. Jackson, Pres. Floyd Shelton, Gen., Coml. Mgr. & Prog. Dir.	(Mrs.) Billy Beach, Prom. Mgr. R. B. Seals, Chief Engr.	Capitol UP
COLLEGE STATION	WTAW 1922	1150 1,000-D	Agric. & Mech. College of Texas Administration Bldg. 4-6724	ABC	Frank J. Sosolik, Gen. & Coml. Mgr. & Chief Engr.	Betty Jo Edwardson, Prog. Dir. Joyce Leverton, Prom. Mgr.	World AP
CORPUS CHRISTI	KEYS 1940	1440 1,000-LS 500-N	Nueces Bcstg. Co. Box 1460 2-7411	CBS Lone Star	H. B. Lockhart } Earl C. Dunn } Partners Charles Rossi } E. C. Hughes }	L. A. Wofford, Sta. Mgr. Earl Hawthorne, Coml. Mgr. Lawrence W. Rasco, Prog. Dir. Trudi Carr, Prom. Mgr. Harold Griffith, Chief Engr.	Taylor-Borroff World UP
CORPUS CHRISTI	KRIS 1927	1360 1,000	Gulf Coast Bcstg. Co. Robert Driscoll Hotel 6354	MBS, NBC **Texas-Quality**	T. Frank Smith, Gen. Mgr. W. M. Elkner, Coml. Mgr.		Free & Peters
CORPUS CHRISTI	KSIX 1947	1230 250	Corpus Christi Bcstg. Co. Inc. Show Room Bldg. 2-9242	ABC	Vann M. Kennedy, Gen. Mgr.		Forjoe

The Money Tree Grows in Texas



Once considered extinct, the Money Tree (arbolis moniensis) is now being assiduously cultivated in the fertile soil of the Fort Worth-Dallas region, since money is once again in vogue! You, too, may start an orchard of this rarest of species by planting a few well-chosen advertising dollars in this rich land, and insuring your crop by hiring two experienced and successful harvesters, KFJZ and WRR. Two stations for a single, economical price; simultaneous or separate schedules; and double coverage of this dynamic market, to boot!

"THE BILLION DOLLAR AUDIENCE"

KFJZ-FT. WORTH

WRR-DALLAS

NATIONAL REPRESENTATIVE—JOHN BLAIR & CO.
NEW YORK • CHICAGO • DETROIT • ST. LOUIS • LOS ANGELES • SAN FRANCISCO

On the Great Southwest Market
DALLAS
KRLD
Studios in DALLAS and FT. WORTH
The TIMES HERALD Station
Is Your Best Buy - Day or Night
FT. WORTH
CBS
CBS

Exclusive CBS Outlet for DALLAS - FORT WORTH

50 K. W. 1080 K. C. Represented by the BRANHAM COMPANY

KRLD

Oldest CBS AFFILIATE IN TEXAS ★ ONLY FULL-TIME 50,000-WATT STATION SERVING THE BIG DALLAS-FORT WORTH *Area!*

BMB DATA — NIGHTTIME

BMB %	No. of Counties	1946 Radio Families	Families Nighttime Audience
DALLAS 93%		**96,600**	**90,520**
Dallas County 92%		**128,720**	**118,890**
FORT WORTH 88%		**64,650**	**56,910**
Tarrant County 87%		**79,850**	**69,450**
50% or more	126	693,350	531,290
40% " "	182	861,430	606,010
30% " "	249	1,028,750	661,970
20% " "	362	1,320,120	730,870
10% " "	597	2,111,860	842,560

BMB DATA — DAYTIME

BMB %	No. of Counties	1946 Radio Families	Families Daytime Audience
DALLAS 81%		**96,600**	**79,030**
Dallas County 81%		**128,720**	**104,230**
FORT WORTH 75%		**64,650**	**48,620**
Tarrant County 77%		**79,850**	**61,680**
50% or more	104	979,980	494,840
40% " "	138	1,086,900	542,920
30% " "	172	1,187,690	578,030
20% " "	236	1,459,310	654,200
10% " "	335	1,770,240	692,670

Number 1 Radio Station

KRLD

Number 1 Radio Market South

The Times Herald Station

Represented by the Branham Company

TEXAS—(Continued)

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel		
CORPUS CHRISTI ..	KWBU 1944	1030 50,000-D	Baylor University White Plaza Hotel 5258	......	Carr P. Collins, Gen. Mgr. Roy R. Kay, Coml. Mgr. Maydell Wallace, Prog. Dir. & Off. Mgr.	Dorothy Craig, Traffic Mgr. Nestor Cuesta Jr., Chief Engr.	Branham AP
CORSICANA	KAND 1937	1340 250	Alto Inc. State Nat'l Bank Bldg. 2486	KBS	J. C. West, V.P. Ernest T. Jones, Gen. Mgr.	Orvis Beal, Chief Engr.	Branham Lang-Worth Standard UP
CROCKETT	KIVY (Construction permit)	1570 250-D	Houston County Bcstg. Co. c/o Radio Station KDWT Stamford, Tex.	......			
CUERO	KCFH (Construction permit)	1600 500-D	A. M. Respondek	......			
DALHART	KXIT 1948	1410 500-D	Dalrad Assoc. 402½ Denrick 740	......	E. B. Bishop } Co-Owners Baird Bishop } Ken Bishop, Gen. Mgr.	Bill Smith, Chief Engr.	Lang-Worth UP
DALLAS	KIXL 1947	1040 1,000-D	Variety Bcstg. Co. Inc. 1401 S. Akard St. Riverside 4521	......	Lee Segall, Pres. & Gen. Mgr. Tom Massey, Asst. & Coml. Mgr.	Charles F. Payne, Prog. Dir. John D. Wilson, Prod. Mgr. Bob E. Tripp, Chief Engr.	Forjoe World Standard MacGregor AP
DALLAS	KLIF 1947	1190 1000-D	Trinity Bcstg. Co. Cliff Towers Hotel Winfield 0328	......	Barton B. McLendon, Pres. James H. Lawson Jr., Gen. Mgr. Bruce Collier, Coml. Mgr.	Gordon B. McLendon, Exec. Dir. Fred L. Edwards, Prog. Dir. Glenn Callison, Chief Engr.	Burke, Kuipers & Mahoney Associated UP
DALLAS 1	KRLD 1926	1080 50,000	KRLD Radio Corp. Adolphus Hotel Central 6811	CBS	John W. Runyon, Pres. Clyde W. Rembert, Gen. Mgr. William A. Roberts, Coml. Mgr.	Roy George, Prog. Dir. James W. Crocker, Asst. Mgr. Roy M. Flynn, Chief Engr.	Branham Standard Capitol AP, INS
DALLAS 4	KSKY 1941	660 1,000-D	Sky Bcstg. Service Hotel Stoneleigh Central 6193	......	A. L. Chilton, Pres. R. G. Terrill, Gen. Mgr. R. L. Kanatzar, Coml. Mgr.	Leonard Holland, Prog. Dir. Morris M. Ming, Chief Engr.	Associated AP
DALLAS 2	WFAA [1] 1922	820 50,000 570 5,000 ST-WBAP	A. H. Belo Corp. 1122 Jackson St. Riverside 9631	ABC, NBC Texas—Quality	E. M. Dealey, Pres. Martin B. Campbell, Gen. Mgr. Ralph W. Nimmons, Coml. Mgr.	Kelly Maddox, Prog. Dir. Robert W. Summers, Prom. Mgr. J. Raymond Collins, Chief Engr.	Petry Lang-Worth Associated SESAC Thesaurus Cole AP, UP
DALLAS 1	WRR 1920	1310 5,000	City of Dallas Municipal Radio Bldg. Tenison 3-6101	MBS Texas—State	Dale Drake, Gen. Mgr. Pete Teddlie, Prog. Dir.	Ruth Jones, Prom. Mgr. Durward J. Tucker, Chief Engr.	Blair AP
DEL RIO	KDLK 1947	1230 250	Del Rio Bcstg. Co. P. O. Box 1162 1234		J. A. Clements, Pres. & Gen. Mgr. Hal H. Harlan, Coml. & Prom. Mgr.	Norman Lassetter, Prog. Dir. & Chief Engr.	Keese & Melville UP
DENISON	KDSX 1948	1220 1000-D	Grayson Bcstg. Co. P. O. Box 263 3-400	......	B. V. Hammond Jr., Pres. & Gen. Mgr. William H. Burkett, Prog. Dir. & Prom. Mgr.	Fred Weaver, Chief Engr.	Standard AP
DENTON	KDNT 1938	1450 250	Harwell V. Shepard Radio Center 276	KBS	Harwell V. Shepard, Pres.		Thesaurus UP
DUMAS	KDDD 1947	800 250-D	North Plains Bcstg. Corp. Box 555 2-4411	......	Lucian Spencer, Pres. & Chief Engr. Tom M. Kritser, Gen. Mgr.	Ray C. Larson, Prog. Dir.	Standard Capitol AP
EDINBURG	KURV 1947	710 250-D	J. C. Looney San Antonio Highway 710	......	J. C. Looney, Pres. Allan Dale, Gen. & Coml. Mgr. Minnie Jones, Asst. Mgr.	Stuart Graymount, Prog. Dir. Warren Chase, Chief Engr.	Forjoe World UP
EL CAMPO	KULP 1948	1390 **500-D**	Wharton County Bcstg. Co. P. O. Box 1390 1390		Louis T. C. Krueger, Pres. Robert E. Norton, Gen. Mgr.	Robert R. Hathaway, Asst. Mgr. Joe E. Miller, Chief, Engr.	Lang-Worth UP
EL PASO	KELP 1947	920 1,000-D	Paso Bcstg. Co. Hills Bldg. 3-3658	KBS	Tim Carroll, Gen. Mgr.	Kaye Palmer, Chief Engr.	Pearson Capitol UP
EL PASO	KEPO 1947	690 5,000	West Texas Bcstg Co. 2419 N. Piedras St. 5-2731	ABC	H. J. Griffith, Pres. Kenyon Brown, Exec. V.P. Willard L. Kline, Mgr.	Larry Clair, Coml. Mgr. Gene Procter, Prog. Dir. E. L. Gomoets, Chief Engr.	Raymer Standard UP
EL PASO	KROD 1940 •	600 5,000	Roderick Bcstg. Corp. 2201 Wyoming St. 2-6551	CBS Lone Star South-west	Dorrance D. Roderick, Pres. Val Lawrence, V.P. & Gen. Mgr.	Ted Hunt, Prog. Dir. Robert Canavan, Prom. Mgr. Edward Talbott, Chief Engr.	Taylor-Borroff Associated Standard AP

---

[1] NOTE: Stations are assigned fulltime, but divide time between two channels. NBC rides 820 kc clear channel; ABC rides 570 kc regional channel. When WFAA operates on clear channel, WBAP operates on regional and vice versa. Both channels are for combined coverage of Dallas-Ft. Worth market areas.

WFAA

Dallas

WFAA's FM *antenna*

TEXAS—(Continued)

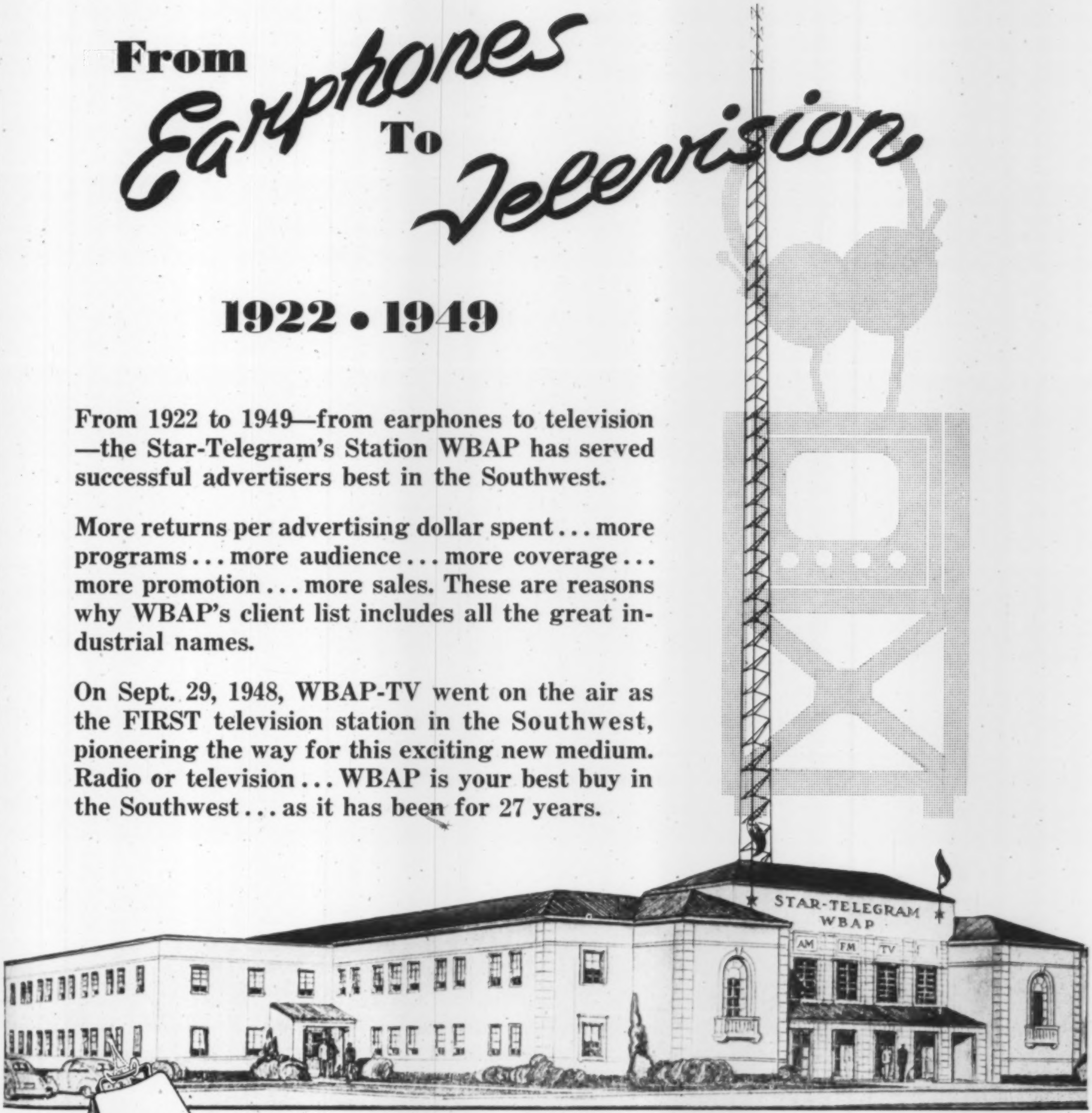
City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel		Representatives Transc. Library News Service
EL PASO	KSET 1947	1340 250	Sunland Bcstg. Co. 307 Mills St. 3-2693	MBS	Vincent W. McConn, V.P. A. E. Mickel, Mgr. Paul Stevenson, Prog. Dir.	Lloyd W. Hilbun, Chief Engr.	Walker World, Lang-Worth AP
EL PASO	KTSM 1929	1380 1,000-LS 500-N	Tri-State Bcstg. Co. Inc. 801 N. Oregon St. 2-5423	NBC	Karl O. Wyler, Exec. V.P. & Gen. Mgr. Roy T. Chapman, Coml. Mgr.	Jack Chapman, Prog. Dir. Kenneth Walton, Chief Engr.	Hollingbery Thesaurus, Lang-Worth UP
ELECTRA	KELT (Construction	1050 250-D permit)	The Oil City Bcstg. Co.	.....			
FORT WORTH 1	KCNC 1946	870 250-D	Blue Bonnet Bcstg. Corp. 705½ Main St. 2-7175	......	J. H. Speck, Pres., Gen. & Coml. Mgr. Luther Adkins, Prog. Dir. Earl A. Cullum Jr., V.P.	Jerry Hahn, Prom. Mgr. Jack Hopkins, Chief Engr.	Walker Lang-Worth Capitol AP
FORT WORTH	KCUL (Construction	1540 5,000-LS 1,000-N permit)	East-West Bcstg. Co. First Nat'l Bank Bldg.	......			
FORT WORTH 2	KFJZ 1922	1270 5,000	Tarrant Bcstg. Co. 1201 W. Lancaster 3-3474	MBS Texas—State	Gene L. Cagle, Pres. & Gen. Mgr. Charles B. Jordan, Asst. Gen. Mgr.	Clyde D. Pemberton, Coml. Mgr. Wally Blanton, Prog. Dir. James T. Peterson, Chief Engr.	Blair AP
FORT WORTH	KWBC 1946	970 1,000-D	Worth Bcstg. Co. Houston & 9th Sts. 2-9231	......	P. W. Seward, Pres. Forrest Wallace, Gen. Mgr. Ed Hogan, Prod. Mgr.	Lewis Love, Prog. Dir. Melvin Parsons, Chief Engr.	Rambeau Standard AP
FORT WORTH 4	KXOL 1947	1360 1,000	Fort Worth Bcstg. Co. 1216 Pennsylvania Ave. 3-1448	......	F. M. Skinner, Pres. Russ N. Lamb, Gen. Mgr. Herman Clark, Coml. Mgr.	Bill Herring, Prog. Dir. Bob Mayberry, Prom. Mgr. Robert Crouse, Chief Engr.	Pearson Lang-Worth AP
FORT WORTH 2	WBAP[1] 1922	820 50,000 570 5,000 ST-WFAA	Carter Publications Inc. Medical Arts Bldg. 3-1234	ABC, NBC Lone Star	Amon Carter, Pres. Harold Hough, Dir. George Cranston, Gen. Mgr. Roy Bacus, Coml. Mgr.	Ed Lally, Prog. Dir. Jack Rogers, Prom. Mgr. R. C. Stinson, Dir. of Engrg.	Free & Peters World Lang-Worth Cole AP
FREDERICKSBURG	KNAF 1947	1340 250	Gillespie County Bcstg. Co. Fredericksburg 311	MBS	Walter McKay Arthur Stehling Owners Harry C. Van Slycke, Gen. Mgr.	Fred Steadman, Coml. & Prom. Mgr. Gregg Winters, Prog. Dir. Thornton Kidd, Chief Engr.	AP
GAINESVILLE	KGAF 1947	1580 250-D	Gainesville Bcstg. Co. Inc. 116½ N. Dixon 1500	KBS	Joe M. Leonard Sr., Pres. Joe M. Leonard Jr., Gen. Mgr. Earl M. Leonard, Coml. Mgr.	Louis Pitchford Jr., Prog. Dir. William R. Johnson, Chief Engr.	Holman Thesaurus Standard AP
GALVESTON	KGBC 1946	1540 1,000-D	James W. Bradner, Jr. Commerce Bldg. 4329	......	James W. Bradner Jr., Pres. Gen. Mgr. & Prog. Dir. Floyd Smith, Coml. & Prom. Mgr.	Jesse Simms, Chief Engr.	Capitol AP
GALVESTON	KLUF 1923	1400 250	The KLUF Bcstg. Co. 300 Haden Bldg. 6676	MBS KBS	Geo. Roy Clough, Pres. L. D. Clough, Gen. & Coml. Mgr.		Rambeau
GLADEWATER	KSIJ (Construction	1430 1,000-D permit)	Gladewater Bcstg. Co.	......			
GONZALES	KCTI 1946	1450 250	Gonzales Bcstg. Co. P. O. Box 158 770	......	Lawrence M. Walshak Frank Wilson Jr., Partners Lawrence M. Walshak, Gen. & Coml. Mgr.	Frank Wilson Jr., Prog. Dir., Prom. Mgr. & Chief Engr.	Gene Grant Cooke Capitol AP
GRAHAM	KSWA 1948	1330 500-D	Graham Bcstg. Co. Box 748 1200	......	Clay Thompson Jr., Pres. & Gen. Mgr. Brooks Robertson, Prom. & Coml. Mgr.	Joe Venso, Prog. Dir. Vance Newsom, Chief Engr.	Capitol UP
GREENVILLE	KGVL 1946	1400 250	Truett Kimzey Graham-Fall Bldg. 2066	MBS KBS Texas—State	Truett Kimzey, Pres. Earle Fletcher, Gen. Mgr. Leo Hackney, Coml. Mgr.	James D. Jones, Prog. Dir. Tom E. Clyce, Chief Engr. Paul D. Robinson, Asst. Mgr.	AP
HAMILTON	KCLW 1948	900 250-D	Hamilton Bcstg. Co. P. O. Box 511 500		Clyde Weatherby, Pres. William T. Stubblefield, Gen. & Prom. Mgr.	Alma Lee Yates, Coml. Mgr. Joe C. Caldwell, Prog. Dir. Carl Knella, Chief Engr.	Capitol UP

---

[1] NOTE: Stations are assigned fulltime, but divide time between two channels, NBC rides 820 kc clear channel; ABC rides 570 kc regional channel. When WFAA operates on clear channel, WBAP operates on regional and vice versa. Both channels are for combined coverage of Dallas-Ft. Worth market areas.

From Earphones To Television

1922 • 1949



From 1922 to 1949—from earphones to television—the Star-Telegram's Station WBAP has served successful advertisers best in the Southwest.

More returns per advertising dollar spent . . . more programs . . . more audience . . . more coverage . . . more promotion . . . more sales. These are reasons why WBAP's client list includes all the great industrial names.

On Sept. 29, 1948, WBAP-TV went on the air as the FIRST television station in the Southwest, pioneering the way for this exciting new medium. Radio or television . . . WBAP is your best buy in the Southwest . . . as it has been for 27 years.

WBAP
THE STAR-TELEGRAM STATION
SINCE 1922
FORT WORTH 2, TEXAS

ABC	NBC	Lone Star Chain	AM - FM - TV
570 Kc 5,000 watts	820 Kc 50,000 watts		

Amon Carter, President
Harold Hough, Director

George Cranston, Manager
Roy Bacus, Commercial Manager

FREE & PETERS, INC. *National Representatives*

Fort Worth: Detroit: Atlanta: San Francisco: Chicago: New York: Hollywood

TEXAS–(Continued)

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel		Representatives Transc. Library News Service
HARLINGEN	KGBS 1941	1240 250	Harbenito Bcstg. Co. P.O. Box 711 2200	CBS	McHenry Tichenor, Pres. Troy McDaniel, Gen. Mgr. Dave Bennett, Coml. Mgr.	Hal Shumate, Prog. Dir. Willis Wilson, Chief Engr.	Burke, Kuipers & Mahone Associated Standard Capitol UP
HARLINGEN	KSOX (Construction permit)	1530 50,000	Texas Star Bcstg. Co.	......			
HENDERSON	KGRI 1947	1000 250-D	Henderson Bcstg. Corp.	......	C. H. Bruga, Gen. & Coml. Mgr.	Bill Boren, Prom. Mgr.	
HEREFORD	KPAN 1948	860 250-D	Hereford Bcstg. Co. Box 868 860	......	Marshall Formby, Pres. & Gen. Mgr. John Blake, Secretary	Hal W. Blymiller, Coml. Mgr. & Prog. Dir. Rea Bowman, Chief Engr.	Standard UP
HILLSBORO	KHBR 1948	1560 250-D	Hill County Bcstg. Co. 204 E. Franklin St. 594	......	Robert Greable, Prog. Dir.	Sam W. Engle, Chief Engr.	World UP
HOUSTON 2	KATL 1947	1590 1,000	Texas Bcstrs. 410 Main St. Preston 3108	......	William H. Talbot, Pres. King H. Robinson, Gen. Mgr. W. C. Burks, Coml. Mgr.	W. S. Newkirk, Prog. Dir. Al Livers, Prom. Mgr. Edward Martin, Carl Curry, Chief Engrs.	Weed SESAC Lang-Worth AP, UP
HOUSTON 2	KCOH 1948	1430 1,000-D	Call of Houston Inc. M. & M. Bldg. Charter 4-1888	......	William A. Smith, Pres. E. C. Hughes, V.P. Ed. Hoffman, V.P. Lee Hogg, Gen. Mgr.	William Lightfoot, Coml. Mgr. Dick Hetrick, Prog. Dir. H. B. Balch, Chief Engr.	Bozell & Jacobs World Associated UP
HOUSTON 2	KLEE 1947	610 5,000	W. Albert Lee Milby Hotel Preston 1161	......	W. Albert Lee, Pres. Ted Hills, Gen. & Coml. Mgr. Guy Savage, Prog. Dir.	Sid Balkin, Prom. Mgr. Paul Huhndorff, Chief Engr.	Raymer World UP
HOUSTON 2	KNUZ 1948	1230 250	Veterans Bcstg. Co. 905 Scanlan Bldg. Beacon 38801	......	Max H. Jacobs, Pres. Dave Morris, Gen. & Coml. Mgr.	Walter Colvin, Prog. Dir. Alec Gifford, Prom. Mgr. Carlton Woodell, Chief Engr.	Forjoe Lang-Worth Capitol UP
HOUSTON 2	KPRC 1925	950 5,000	Houston Post Co. Lamar Hotel Fairfax 7101	NBC Texas-Quality	W. P. Hobby, Pres. Jack Harris, Gen. Mgr. Jack McGrew, Coml. Mgr.	Brook Carroll, Prog. Dir. Charles Dyer, Prom. Mgr. Harvey Wheeler, Chief Engr.	Petry Thesaurus Standard AP
HOUSTON 2	KTHT 1944	790 5,000	Texas Star Bcstg. Co. 4000 S. Main St. Keystone 3-5535	MBS Texas State	Roy Hofheinz, Pres. William F. Bennett, Gen. & Coml. Mgr.	John R. Edmunds, Prog. Dir. Lauri Schutt, Prom. Mgr. O. B. Johnson, Chief Engr.	Avery-Knodel Associated Capitol UP
HOUSTON 1	KTRH 1930	740 50,000	KTRH Bcstg. Co. Rice Hotel Preston 4361	CBS	B. F. Orr, Pres. Ray Herndon, Asst. Mgr. Ray Bright, Sales Mgr. Ted Nabors, Prog. Dir.	George McCormick, Prom. Mgr. Tom Hiner Lester Mullan } Engrs.	Blair World UP
HOUSTON 2	KXYZ 1930	1320 5,000	Shamrock Bcstg. Co. Gulf Building Capitol 6151	ABC Lone Star	Glenn H. McCarthy, Pres. Reese H. Reinecker, Gen. Mgr. Hamilton Lee, Coml. Mgr. & Prog. Dir.	Fred Nahas, Exec.-V.P. E. R. Scholton, Secy-Treas. Gerald R. Chinski, Chief Engr.	Free & Peters Lang-Worth Standard London AP
HUNTSVILLE	KSAM 1938	1490 250	J. G. Long P.O. Box 312 666	MBS KBS	J. G. Long, Pres. Bryan Powell, Gen. Mgr. Howard Bailes, Sta. & Coml. Mgr.	Don L. Gulihue, Prog. Dir. John Neathery, Chief Engr.	Capitol AP
JACKSONVILLE 1	KEBE 1946	1400 250	Billy A. Laurie P.O. Box 1071 2211	KBS	Bill Laurie, Owner & Gen. Mgr. J. G. Johnson, Coml. Mgr. Tom Perryman, Prog. Dir.	Mrs. Emo Laurie, Prom. Mgr. W. M. McCreary Jr., Chief Engr.	Lang-Worth SESAC UP
JASPER	KTXJ 1948	1240 250	Jasper Bcstg. Co. Texas Theatre Bldg. 580	......	Joe A. Tonahill, Pres. Raymond Dorsey, Gen. Mgr. Ray C. Sherman, Prog. Dir.	Lawrence M. Sanders, Chief Engr.	Capitol SESAC UP
KERMIT	...... (Construction permit)	1610 1,000-D	G. H. Cook Box 725		G. H. Cook, Owner		
KERRVILLE	KVET 1948	1230 250	Leonard B. Brown P.O. Box 271				
KILGORE	KOCA 1936	1240 250	Oil Capital Bcstg. Assn. 102½ E. North St. 1300	KBS	Roy G. Terry, Pres. H. A. Degner, Gen. Mgr. Horace W. Haygood Jr., Coml. Mgr. & Prog. Dir.	William J. Sandercock, Prom. Mgr. Karem O. Soule, Chief Engr.	UP.
KINGSVILLE	KINE (Construction permit)	1330 1,000-D	Jack Henry Kidd Jr. Kingsville	......	J. H. Kidd Jr., Owner Ben A. Glusing, Sta. Mgr.	Eugene R. Kintz, Chief Engr.	Standard UP
LAMESA	KPET 1946	690 250-D	Lamesa Bcstg. Co. P.O. Box 30 690	KBS	Kermit Ashby, Gen. & Coml. Mgr. Mrs. O. K. Connor, Prog. Dir.	Clayton Barkhurst, Prom. Mgr. Eugene Cornelius, Chief Engr.	UP
LAMPASAS	KHIT 1948	1450 250	Lampasas Bcstg. Co. P.O. Box 789	......	Sylvester Lewis Robert O. Easton } President Eston R. Pace, Gen. & Prom. Mgr.	Walter Derwin, Coml. Mgr. Taylor Spence, Prog. Dir. Troy Whitaker, Chief Engr.	SESAC UP

Pick KPRC and Be FIRST In Sales in this Fabulous New Chemical Empire

HOUSTON has become the capital of another gigantic industry! Ninety new chemical plants—a 900-million-dollar industry, or 1/7 of the nation's total—have mushroomed-up in and around the coast of this thriving metropolis. Nothing like it is happening anywhere else in the United States!

Wise time buyers will single out the station that delivers most listeners, at least cost, in this opulent market of the Southwest. That's KPRC. KPRC's primary signal reaches Houston *plus* . . . the great shipping ports nearby—Beaumont, Port Arthur, Texas City and Galveston. BMB says we're first in listeners in this booming Gulf Coast area . . . Hooper confirms!

If you're looking for a tested formula for sales, pick KPRC...FIRST in listeners—not in cost. Call Petry now. We'll oblige with availabilities quick.

FIRST IN BMB

FIRST IN HOOPER

FIRST IN THE SOUTH'S FIRST MARKET

KPRC HOUSTON

950 KILOCYCLES • 5000 WATTS

National Representatives: Edward Petry & Company
Affiliated with NBC and TQN • Jack Harris, Manager

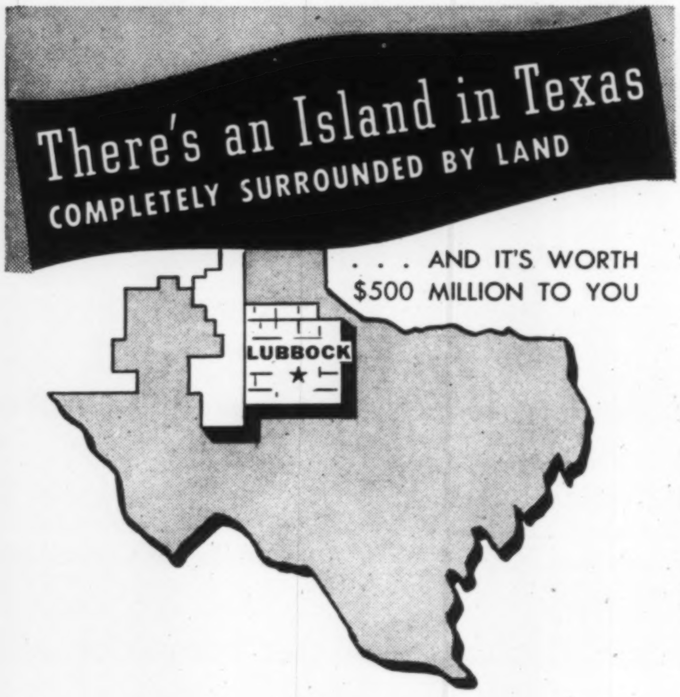
DIRECTORY OF STANDARD BROADCASTING STATIONS OF THE UNITED STATES

**—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. SH—Specified Hours. U—Unlimited. CP—Construction Permit Issued. LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.*

(Data corrected to December 6, 1948)

TEXAS—(Continued)

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel		Representatives Transc. Library News Service
LAREDO	KPAB 1938	1490 250	Laredo Bcstg. Co. Hamilton Hotel 2124	MBS KBS	Mark C. Perkins, Gen. Mgr. J. Gordon Lloyd, Coml. & Prom. Mgr.	Paul Weatherbee, Prog Dir. K. Hulan Smith, Chief Engr.	Pearson Capitol UP
LITTLEFIELD	KVOW 1947	1490 250	J. C. Rothwell P.O. Box 192 400	......	J. C. Rothwell, Pres. J. B. McShain, Gen. Mgr. Norman Gibson, Coml. Mgr.	Vera Parker, Prog. Dir. James Zackery, Chief Engr.	Lang-Worth AP
LONGVIEW	KFRO 1934	1370 1,000	Voice of Longview Curtis Building 411	ABC KBS Texas State	James P. Curtis, Pres.		Cooke Lang-Worth AP
LONGVIEW	KLTI 1948	1280 1,000-D	R. G. LeTournéau P. O. Box 1866 4331	......	R. G. LeTourneau Pres. Merl Saxon, Gen. Mgr. Lawrence Birdsong, Coml. Mgr.	Richard A. Cousins, Prog. Dir. Ken Maxwell, Chief Engr.	Associated INS
LUBBOCK	KCBD 1946	1590 1,000	Caprock Bcstg. Co. 1803 Broadway 6348	MBS	Joe H. Bryant, Pres. & Gen. Mgr. George T. Dale, Coml. Mgr.	Robert L. Snyder, Asst. Mgr. Leroy Land, Prom. Mgr. Frank Lee, Chief Engr.	Pearson World AP
LUBBOCK	KFYO 1927	1340 250	Plains Radio Bcstg. Co. 914 Avenue J 5567	ABC Lone Star	Gene A. Howe, Pres. DeWitt Landis, Gen. Mgr. O. L. Ted. Taylor, Exec. Gen. Mgr.	Gordon Thompson, Coml. & Prom. Mgr. W. S. Bledsoe, Chief Engr.	Taylor-Boroff Capitol AP, UP
LUBBOCK	KSEL 1947	950 1,000-LS 500-N	Lubbock Bcstg. Co. Box 1524 6376	......	Walter G. Russel, Pres. Clyde H. Smith, Gen. & Coml. Mgr.	R. D. Preusch, Prog. Dir. Roger V. Hively, Chief Engr.	Holman Lang-Worth Thesaurus Cole AP
LUBBOCK	KVLU (Construction	790 5,000-LS 1,000-N permit)	Lubbock County Bcstg. Co. Box 513 Brownwood, Tex.	......	Wendell Mayes C. C. Woodson G. H. Nelson } Owners		
LUFKIN	KRBA 1938	1340 250	Darrell E. Yates 110 S. First St. 272	KBS	Darrell E. Yates, Pres. & Gen. Mgr. Arthur Greene, Coml. Mgr.	Allen Earl Vinson, Prog. Dir. Ambrose Maxim, Chief Engr.	Continental Lang-Worth Cole UP



There *is* an island in Texas ... the $500 million Lubbock trading area. Can't be reached from Amarillo (122 miles away), Fort Worth (290 miles), El Paso (380 miles), or San Antonio (411 miles). You cover *this* market from the inside. Per capita retail sales for the area's 396,000 consumers are $662.70*—twice the national average. More local merchants use KCBD than use the other two stations combined.

** Latest report available: U. S. Census Bureau.*

MUTUAL NETWORK

KCBD

1000 WATTS UNLIMITED
LUBBOCK, TEXAS
Joe H. Bryant, Gen. Mgr.

A Mutual Station
Rep. by JOHN E. PEARSON CO.

You Get More for Your Air-Dollar on Houston's KXYZ

It actually costs less money to dominate the great Houston market when you concentrate your sales effort on KXYZ. To capture the Southwest's largest market, pick the station Houstonians depend on—listen to—the one that saturates the Houston market.

HOUSTON LISTENS TO KXYZ

Do you want to open the door to the richest . . . sell the greatest . . . hold the fastest-growing—market in the Southwest? No other station can reach, hold . . . sell your customers as effectively as KXYZ.

YES . . . KXYZ is your best bet to WIN, HOLD and SELL the highly valuable Houston Market—at lowest cost per listener.

KXYZ
ABC
LSC

KXYZ-ABC
A Great Team

More for Your Air-Dollar..with

HOUSTON'S

5000 WATTS **KXYZ** **1320 Kc.**

Represented Nationally by FREE & PETERS, INC.

A GLENN McCARTHY ENTERPRISE

FRED NAHAS, Executive Vice-President

TEXAS–(Continued)

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel		Representatives Transc. Library News Service
LUFKIN	KTRE 1947	1420 1,000	Forest Capital Bcstg. Co. Box 701 1420	MBS Lone Star	R. W. Wortham Jr., Pres. Richman Lewin, Gen. & Coml. Mgr.	Ray Gordon, Prom. Mgr. Ed Henry, Prog. Dir. Fred Hill, Chief Engr.	Taylor-Borroff Capitol World AP
MARSHALL	KMHT 1947	1450 250	Marshall Bcstg. Co. 109 W. Rusk 826	MBS Texas State	J. P. Duncan, Pres. Myrl Stein, Gen. Mgr. Robert Martin Jr., Coml. Mgr.	John Scogins, Prog. Dir. William Lindsay, Chief Engr.	AP
McALLEN	KRIO 1947	910 1,000	Frontier Bcstg. Co. P.O. Box 1551 1700	MBS Texas-State	Bryce Ferguson, Pres. Ingham S. Roberts, Gen. Mgr. H. R. Halcom, Coml. Mgr.	W. R. Dickson, Prog. Dir. W. H. Meiners, Chief Engr.	McKinney Griffith Standard SESAC AP, UP
McKINNEY ....*	KMAE 1946	1600 500-D	McKinney Air Enterprises Inc. 218 E. Virginia St. 184	......	George W. Smith Jr., Pres. & Gen. Mgr. Don Clark, Coml. Mgr.	Denise Adkins, Prog. Dir. C. W. Rampy, Chief Engr.	Lang-Worth Capitol AP
MIDLAND	KCRS 1935	550 5,000-LS 1,000-N	Clarence & Ruth Scharbauer Box 1072 1080	ABC Texas State	Clarence Scharbauer Jr. & Ruth Scharbauer, partners J. M. McDonald, Gen. Mgr. G. L. McDonald, Coml. Mgr.	David Cole, Prog. Dir. Wayne Harrell, Asst. Mgr. Tom Yates, Chief Engr.	Standard UP
MIDLAND	KCUI (Construction	980 1,000-D permit)	Wm. Solon Snowden Midland		Wm. Solon Snowden, Owner		
MINERAL WELLS ...	KORC 1946	1140 250-D	Raymond W. River Baker Hotel 319	KBS	Raymond W. River, Pres. & Gen. Mgr.		AP
MONAHANS	KVKM 1946	1340 250	Monahans Bcstrs. Radio Center 438	MBS KBS Southwest	Charles W. Stuckey, Pres. & Gen. Mgr. R. C. Hughes, Natl. Sales Mgr.	John E. Straight, Chief Engr.	Taylor-Borroff World UP
MT. PLEASANT	KIMP 1948	960 1,000-D	Winston O. Ward		Winston O. Ward, Owner		
NACOGDOCHES	KOSF 1947	1230 250	Kelly Bell Lufkin Highway 1230	KBS	Kelly Bell, Pres. Bob Atherton, Gen. & Coml. Mgr. J. C. Stallings, Prog. Dir.	Woodrow Muckelroy, Prom. Mgr. Frank Murry, Chief Engr.	Lang-Worth UP
NACOGDOCHES	KSFA 1947	860 1,000-D	Nacogdoches Bcstg. Co. Inc. P. O. Box 56 N. St. Station 860	......	Wilbur Courtland Fouts, Pres., Prom. & Gen. Mgr. John Billingsley, Prog. Dir.	Dick Kelly, Coml. Mgr. George Middlebrook, Chief Engr.	Standard AP
ODESSA	KECK 1946	920 1,000-D	Ector County Bcstg. Co. 120 W. Third 791	......	Ben Nedow, Owner & Gen. Mgr. Royce A. Collier, Asst Mgr.	Shirley Sporcic, Prog. Dir. James Kimbrell, Chief Engr.	Associated Standard Lang-Worth AP
ODESSA	KOSA 1947	1450 250	Southwestern Bcstg. Corp. 115 W. 6th St. 4301	CBS Southwest Lone Star	Paul Moss, Pres. Cecil L. Trigg, Gen. Mgr. Robert H. Montgomery, Coml. Mgr.	John Guffey, Prog. Dir. William Gillett, Prom. Mgr. James Simpson, Chief Engr.	Taylor-Borroff Capitol Cole AP
ODESSA	KRIG 1946	1410 1,000	Oil Center Bcstg. Co. 111 E. Fifth St. 6871	MBS	R. O. Canon, Pres. J. N. McKean, Gen. Mgr. Art Hester, Coml. Mgr.	C. M. Garnes, Prog. Dir. Paul Farmer, Chief Engr.	Walker World UP
ORANGE	KOGT 1947	1600 1,000	Sabine Area Bcstg. Corp. 407 Tenth St. 4381	......	Arthur P. Kay Jr., Pres., Gen. Mgr. & Chief Engr. Ken Freuden, Coml. Mgr.	Jack S. Foster, Prog. Dir.	Associated Capitol AP
PALESTINE	KNET 1936	1450 250	Palestine Bcstg. Corp. Municipal Building 8686	MBS KBS	John H. Hensley, Mgng. Dir. Robert E. Stuart, Gen. Mgr. Marvin Crain, Prog. Dir.	LaVeda Wilbanks, Prom. Mgr. Virgil Futch, Chief Engr.	Burke, Kuiper & Mahoney Thesaurus UP
PAMPA	KPDN 1936	1340 250	Radio Station KPDN Box 901 1100	MBS KBS	John Michel, Mgr.		Griffith AP
PARIS	KPLT 1935	1490 250	North Texas Bcstg. S. Main & W. Austin 1124	ABC Texas State	A. G. Pat Mayse, Pres. Aubrey Harris, Gen. & Prom. Mgr. Robert C. Stone Jr., Coml. Mgr.	Tom Seay Jr., Prog. Dir. Eugene C. McNally, Chief Engr. Ann Nipp, Asst. Mgr.	Pearson AP
PECOS	KIUN 1935	1400 250	Hawkins & Hubbs KIUN Building 21	MBS KBS Southwest	Jack W. Hawkins, Partner & Gen. Mgr. Don Brooks, Coml. Mgr. W. D. Martin Jr., Prog. Dir.	Barney Hubbs, Prom. Mgr. Harry Boehnemann, Chief Engr.	UP
PERRYTON	KEYE 1948	1400 250	North Plains Bcstg. Co. Box 96		Carl Ellis, Pres. Irvin R. Buchanan, Mgr. & Coml. Mgr.	Zeb Williams, Prog. Dir. Bill Mathis, Chief Engr.	Lang-Worth UP
PLAINVIEW	KVOP 1944	1400 250	W. J. Harpole Veigle Building 1400	MBS KBS	W. J. Harpole, Pres. Rial L. Campbell, Gen. Mgr. Larry Darley, Coml. Mgr.	Bill Barrett, Prom. Mgr. Daron Moore, Prog. Dir. Carl Cook, Chief Engr.	Standard AP
PORT ARTHUR	KOLE 1947	1340 250	Port Arthur Bcstg. Co. P.O. Box 1126 2-9436	......	Socs Vratis, Gen. Mgr. Frank Dussenbury, Coml. Mgr. Jerome Oppel, Prog. Dir.	Jack Bertrand, Prom. Mgr. Claude Williams, Chief Engr. Hal Parkes, Asst. Mgr.	Lang-Worth AP
PORT ARTHUR	KPAC 1934	1250 5,000-LS 1,000-N	Port Arthur College 1515 Lakeshore Drive 7458	MBS	W. D. Mauldin, Pres. & Gen. Mgr. Marjorie R. Vickers, Coml. Mgr. Corinne Enos, Prog. Dir. George Crouchet Jr., Sales Mgr.	Ruby Broyles, Prom. Mgr. Morris Glenn Boatwright, Chief Engr.	Lorenzen & Thompson Standard World AP

TEXAS—(Continued)

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel		Representatives Transc. Library News Service
ROSENBERG	KFRD 1948	980 500-D	Julius E. Junker, Trustee for Fort Bend County Bcstg Co. First National Bank Bldg.	......			
SAN ANGELO	...... (Construction permit)	1450 250	Sanan Bcstg. Co. c/o KNUZ Houston	......			
SAN ANGELO	KGKL 1928	960 5,000-LS 1,000-N	KGKL Inc. St. Angelus Hotel 6715	ABC Texas State	H. C. Ragsdale, Pres. Lewis O. Seibert, Gen. Mgr. Robert Bradbury, Coml. Mgr.	Jeanne Rau, Prog. Dir. Frank Jones, Chief Engr.	Pearson AP
SAN ANGELO	KTXL 1947	1340 250	Westex Bcstg. P.O. Box 1565 7183	MBS Lone Star	Armistead D. Rust, Pres. Robert M. Baird, Mgr. & Coml. Mgr.	Jack Stelling, Prog. Dir. & Prom. Mgr. J. R. Proctor, Chief Engr.	Taylor-Borroff Capitol AP
SAN ANTONIO	KABC 1926	680 50,000-LS 10,000-N	Alamo Bcstg. Co. Milam Building Fannin 3126	ABC Texas State	Gene L. Cagle, Pres. Bill Michaels, Gen. Mgr. E. L. Colburn, Coml. Mgr.	Harold Carr, Prog. Dir. Jerry Spengler, Prom. Mgr. Joe Haigh, Chief Engr.	Blair World AP
SAN ANTONIO	KBKX (Construction permit)	990 1,000-D	Bexar Bcstg. Co.		Woodward M. Ritter W. K. McCauley Partners		
SAN ANTONIO	KCOR 1946	1350 5,000-LS 1,000-N	KCOR, Inc. 214 Broadway Cathedral 1301	......	Raoul A. Cortez, Pres. Charles F. Harris, Gen. Mgr. & V.P. William P. Smythe, Coml. Mgr.	Marvin N. Broyles, English Prog. Dir. Lalo Astol, Spanish Prog. Dir. Kenneth R. Hyman, Chief Engr.	McKinney AP, UP
SAN ANTONIO	KITE 1947	930 1,000-D	Chas. W. Balthrope Transit Tower Fannin 0335	......	Charles W. Balthrope, Owner & Gen. Mgr. Alex A. Coe, Coml. Mgr.	Alec Chesser Jr., Prog. Dir. John Siercovich, Chief Engr.	Rambeau AP
SAN ANTONIO	KIWW (Construction permit)	1540 250-D	Good Neighbor Bcstg. Co.		Jose Olivares Manuel Leal L. E. Richards Owners		

IN SAN ANTONIO AND THE RICH SOUTH TEXAS MARKET

More Buying Power!

★ MORE RADIO HOMES! 25.1% Daytime
20.6% Nighttime

More for Your Advertising Dollar!

Based on BMB Radio Families—USA 1948, KTSA delivers 25.1% more radio families daytime and 20.6% more radio families nighttime than is shown on the BMB Station Audiences Report of 1946.

KTSA

5000 WATTS AT 550 KC

CBS for 20 Years in San Antonio

Represented by: Taylor, Borroff & Co., Inc.

DIRECTORY OF STANDARD BROADCASTING STATIONS OF THE UNITED STATES

**—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. SH—Specified Hours. U—Unlimited. CP—Construction Permit Issued. LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.*

(Data corrected to December 6, 1948)

TEXAS—(Continued)

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel		Representatives Transc. Library News Service
SAN ANTONIO	KMAC 1926	630 5,000	**The Walmac Co.** 222 W. Commerce St. Cathedral 6211	MBS Texas State	Howard W. Davis, Owner Gen. & Coml. Mgr. Anthony S. Besan, Prog. Dir.	Shirley Ann Minor, Prom. Mgr Charles L. Brady, Chief Engr.	Pearson Lang-Worth McGregor Cole AP
SAN ANTONIO 6.....	KONO 1927	1400 250	Mission Bcstg. Co. 317 Arden Grove Fannin 5171	......	Eugene J. Roth, Owner Jack L. Pink, Gen. Mgr. Bob Roth, Asst. Mgr. James M. Brown, Coml. Mgr.	Robert F. Jenkins, Prog. Dir. George W. Ing, Chief Engr.	Forjoe World Standard AP, UP
SAN ANTONIO 6.....	KTSA 1928	550 **5,000**	Sunshine Bcstg. Co. Gunter Hotel Garfield 1251	CBS **Lone Star**	Edgar Bell, Gen. Mgr. Rex L. Preis, Coml. Mgr.	N. E. Thompson, Prog. Dir. Bill Lamar, Prom. Mgr. W. G. Egerton, Chief Engr.	Taylor-Borroff Associated Lang-Worth AP, UP
SAN ANTONIO 6 ...	WOAI 1922	1200 50,000	Southland Industries Inc. **1031 Navarro St.** Garfield 4221	NBC Texas Quality	Hugh A. Halff, Pres. & Gen. Mgr. Jack Keasler, Asst. Gen. Mgr. (Sales) Monte Kleban, Prog. & Prod. Dir. Imogene Stanley, Publ. Mgr.	Arthur L. Forrest, Sales Prom. Mgr. Charles Jeffers, Tech. Dir. Louis E. Smith, Mdse. Mgr.	Petry Standard Capitol AP, UP, INS
SAN MARCOS	KCNY 1948	**1470** 250-D	**Hays County Bcstg. Co.** Box 32 888	......	**Charles L. Cain, Pres., Prom. Mgr. & Chief Engr.** Mer. Saxon, Gen. Mgr.	Loretta Carlley, Coml. Mgr. Dick Cousins, Prog. Dir.	Capitol UP
SEGUIN	KWED 1948	1580 250-D	Weldon Lawson 434 N. Austin St.	.....			
SHAMROCK	KEVA (Construction	1580 250-D permit)	Shamrock Texas Bcstg. Co.				
SHERMAN	KRRV 1936	910 **1,000**	**Red River Valley Bcstg. Corp.** Fannin & Owing Sts. (Denison) 421 N. Crockett St. (Sherman) 423 (Denison) 201 (Sherman)	MBS Texas State	G. H. Wilcox, Pres. L. L. Hendrick, Gen. & Coml. Mgr. in Sherman Orvin Franklin, Gen. & Coml. Mgr. in Denison	Doris Matlock, Prog. Dir. W. E. Wilcox, Prom. Mgr. T. E. Spellman, Chief Engr.	Pearson World Thesaurus UP
SHERMAN	KTAN 1947	1500 **250-D**	Denison Broadcast Corp. Box 73 2910	......	Elmer Scarborough, Pres. Otis McKinzie, Gen. Mgr. Norman Wright, Coml. Mgr.	Louise Cobler, Prog. Dir. Mary Claycomb, Prom. Mgr. Paul Phillips, Chief Engr.	Capitol AP
STAMFORD	KDWT 1946	1400 250	David W. Ratliff Box 1123 840	MBS KBS	David W. Ratliff, Pres., Gen., Coml. & Prom. Mgr. Dick Embody, Prog. Dir.	Bill Howe, Chef Engr.	AP
STEPHENVILLE	KSTV 1947	1510 250-D	Doyle E. Collup Box 34 950	KBS	Doyle E. Collup, Pres.	Gordon Hair, Coml. Mgr.	UP
SULPHUR SPRINGS.	KSST 1947	1230 250	Hopkins County Bcstg. Co. Pulley Bldg. 1230	MBS KBS	W. N. Edwards, Pres. Vernon R. Montgomery, Gen. Mgr.	Roger Dean, Prog. Dir. Bill Bradford, Chief Engr.	Lang-Worth AP
SWEETWATER	KXOX 1939	1240 250	Sweetwater Radio Inc. Box 570 4655	MBS KBS	J. S. McBeath, Pres. J. Harley Hubbard, Gen. & Coml. Mgr. Zeb Williams, Prog. Dir.	J. T. Allen, Chief Engr.	Standard Cole UP
TAYLOR	KTAE 1948	1260 1,000-D	Williamson County Bcstg. Co. Box 191 1260	......	Graham C. Conoley, Mgr. Jack P. Dubberley, Asst. Mgr. & Prog. Dir.	Gordon W. Rainey, Chief Engr.	World UP
TEMPLE	KTEM 1936	1400 250	Bell Bcstg. Co. 17 S. Third St. 5252	MBS KBS	Frank W. Mayborn, Pres. Burton Bishop, Gen. Mgr. J. E. Callaway, Coml. Mgr.	Tom Robinson, Prog. Dir. Homer A. Cook, Chief Engr.	Lang-Worth UP
TEXARKANA	KCMC 1932	**1230** 250	**KCMC Inc.** Texarkana 3-6151	ABC **Texas** State	Frank O. Mevers, Gen. Mgr. **Thomas** E. Dillahunty, Coml. Mgr.	Herman Cecil, Prog. Dir. Harvey Robertson, Chief Engr.	Taylor-Borroff Thesaurus Cole SESAC AP
TEXARKANA	KTFS 1946	1400 **250**	**Texarkana Bcstg. Co.** 409½ Stateline Ave. 35-123	MBS KBS	David M. Segal, Pres. & Gen. Mgr. Les Eugene, Sta. Mgr. Martin O. Enger, Local Coml. Mgr.	Bob Lawrence, Prog. Dir. Henry N. Fones, Chief Engr.	McKinney World UP
TEXAS CITY	KTLW 1948	920 1,000-D	J. G. Long 2521 Ave. F.	......			
TYLER	KGKB 1929	1490 250	Jas. G. Ulmer & Jas. G. Ulmer Jr. 115 S. College 1106	MBS KBS	James W. Ulmer, Pres., Gen. & Coml. Mgr.	Jack Reavley, Prog. Dir. Clark Wolcott, Chief Engr.	Pearson Lang-Worth UP
TYLER	KRST 1947	1530 1,000-D	Rose Capital Bcstg. Co. 118 W. Dobbs	......			
TYLER	KTBB 1947	600 **500-D**	**Blackstone Bcstg. Co.** **Blackstone Hotel** **7010**	Lone Star	S. H. Bothwell, Dir. M. E. Danbom, Gen. Mgr. David Bothwell, Asst. Mgr.	Don Tausch, Prog. Dir. R. A. Wileman, Chief Engr.	Taylor-Borroff Thesaurus AP
UVALDE	KVOU 1947	1450 250	Harpole Harpole & Kemp **1490 Batesville Road** 717	MBS KBS	**Edward J. Harpole, Gen. Mgr.** **Joe Watson Jr., Coml. Mgr.**	Bob Hicks, Prog. Dir. Sam Barker, Chief Engr.	Griffith UP

29.6% MORE radio families in WOAI's daytime primary* area!

The 67 counties that comprise this Station's daytime primary area are known generally as South and Central Texas, a great, growing, prosperous territory. Here, these folks are spending** this year, for some of life's essentials:

Retail Sales	$ 936,545,000
Food sales	247,370,000
General mdse.	105,819,000
Drug sales	34,017,000
Net Effective Buying Income	1,282,729,000
Net farm income	255,821,000

And it is in this territory that daytime radio families have increased 29.6%!

WOAI is the *only* single medium by which all these people may be reached! Want more details? Drop us a line, or see your Petry man *today.*

** BMB 1946 vs 1948 Estimate (50-100% counties)*
***©1948 SM Survey of Buying Power Estimates*

WOAI San Antonio

NBC • 50,000 W • CLEAR CHANNEL • TQN

Represented by EDWARD PETRY & CO., INC.------- New York, Chicago, Los Angeles, Detroit, St. Louis, San Francisco, Atlanta, Boston

DIRECTORY OF STANDARD BROADCASTING STATIONS OF THE UNITED STATES

**—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. SH—Specified Hours. U—Unlimited. CP—Construction Permit Issued.*
LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.
(Data corrected to December 6, 1948)

TEXAS—(Continued)

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive	Personnel	Representatives Transc. Library News Service
VERNON	KVWC 1939	1490 250	Northwestern Bcstg. Co. 812 Wilbarger St. 1048	MBS KBS	R. H. Nichols, Pres. W. D. Dixon, Mgr. Jack Petrie, Coml. Mgr.	Bob Hardison, Prog. Dir. Herman Ridgway, Chief Engr.	Capitol AP
VICTORIA	KVIC 1939	1340 250	Radio Enterprises Inc. Victoria Bank & Trust Building 1106	MBS KBS	J. G. Long, Pres. Robert Tharp, Prog. Dir., Gen. & Prom. Mgr.	Robert Norton, Coml. Mgr. Robert McCown, Chief Engr.	Griffith Thesaurus AP
WACO	KWTX 1942	1230 250	KWTX Bcstg. Co. 108½ S. 6th St.	MBS	Gov. Beauford H. Jester, Pres. M. N. Bostick, Gen. & Coml. Mgr. Gerry Lansing, Prog. Dir.	Rex Bodoin, Prom. Mgr. Leo S. Burch, Chief Engr.	McKinney Griffith World AP
WACO	WACO 1922	1460 1,000	Frontier Bcstg. Co. Amicable Building 9315	ABC Texas State	R. Lee Glasgow, Gen. Mgr. Stanley E. Wilson, Coml. Mgr.	Bob H. Walker, Prog. Dir. Jesse H. Dove, Chief Engr.	Weed AP
WESLACO	KRGV 1927	1290 1,000	KRGV Inc. 201 Border St. 375	NBC Lone Star	T. E. Snowden, Pres. Byron W. Ogle, Gen. Mgr. Phil Dixon, Coml. Mgr. Dick Watkins, Asst. Mgr.	Dick Harwell, Prog. Dir. Thelma Pearce, Prom. Mgr. O. Lewis Hartwig, Chief Engr.	Taylor-Borroff Lang-Worth SESAC AP, UP
WICHITA FALLS ...	KFDX 1947	990 5,000-LS 1,000-N	Wichtex Bcstg. Co. City Nat'l Bank Bldg. 2-8668	ABC Lone Star	Darrold A. Cannan, Pres. Charles E. Clough, Gen. Mgr. Sid Grayson, Coml. Mgr.	Arthur B. Busbey, Prog. Mgr. John Adams, Chief Engr.	Taylor-Borroff Lang-Worth World AP
WICHITA FALLS	KTRN 1948	1290 5,000-LS 1,000-N	Texoma Bcstg. Co.	......	Walter D. Cline, Pres. Houston Harte, V. P.		
WICHITA FALLS ...	KWFT 1939	620 5,000	KWFT Inc. P. O. Box 420 4182	CBS	Kenyon Brown, Pres. & Gen. Mgr. Mott M. Johnson, Sta. & Coml. Mgr.	A. L. Pierce, Prom. Mgr. Herbert T. Wiley, Chief Engr.	Raymer Standard UP

AS USUAL-Hooper Surveys prove W-A-C-O the DOMINANT STATION in the Central Texas Market!

HOOPER FALL 1948

Time	Sets in Use	WACO	STATION A	STATION B	STATION C	STATION D	STATION E
8-12 AM M-F	18.4	49.3	6.5	1.8	26.7	5.6	8.3
12-6 PM M-F	18.7	38.7	6.7	DAYTIME ONLY	13.4	14.5	20.9
6-10 PM S-Sat	31.7	33.0	15.0		16.9	16.6	17.9
AVERAGE	22.9	40.3	9.4		19.0	12.2	15.4

AMERICAN BROADCASTING COMPANY

TEXAS STATE NETWORK

NATIONAL REPRESENTATIVE
WEED & COMPANY

WACO

Waco, Texas

1000 WATTS 1460 Kc

ride and Groom - Ladies Be Seated - Sky King - John W. Scott News - Monette
aw - Betty Bradford - Stop the Music - Walter Winchell - Counterspy - Elmer D
is - The Lone Ranger - Jimmy Fidler - Baseball Play-by-Play - Southwest Confer
ce Football - The Fat Man - This is Your FBI - Friday Night Fights - Break th
ank - 10 P.M. N
mphony - Gang
the Air - Baske
win C. Hill - Ab
ew Pearson - Bre
ing - John W. S
lter Winchell - C
all Play-by-Play
l - Friday Night
atre Guild of th
alone - Americ
itan Opera - Fa
Travelers - The
and Groom - La
etty Bradford -
e Lone Ranger -
ride and Groom
aw - Betty Brad
is - The Lone R
ce Football - Th
ank - 10 P.M. N
mphony - Gang
the Air - Baske
win C. Hill - Ab

r - The Boston
Town Meeting
us Jury Trials -
eakfast Club -
Be Seated - Sk
op the Music - W
mmy Fidler - Ba
n - This is Your
Crosby - The T
he Amazing M
by-Play - Metro
ostello - Welco
Hollywood - Bri
- Monette Shav
Elmer Davis -
st Conference
News - Monette
erspy - Elmer D
uthwest Confer
ghts - Break th
r - The Boston
Town Meeting
us Jury Trials -
eakfast Club -

That

POWERFUL 50,000 Watt VOICE

at 680

With

TEXANS' FAVORITE RADIO PROGRAMS

RADIO STATION
680 KC
KABC
SAN ANTONIO

50,000 WATTS, DAY — 10,000 WATTS, NIGHT

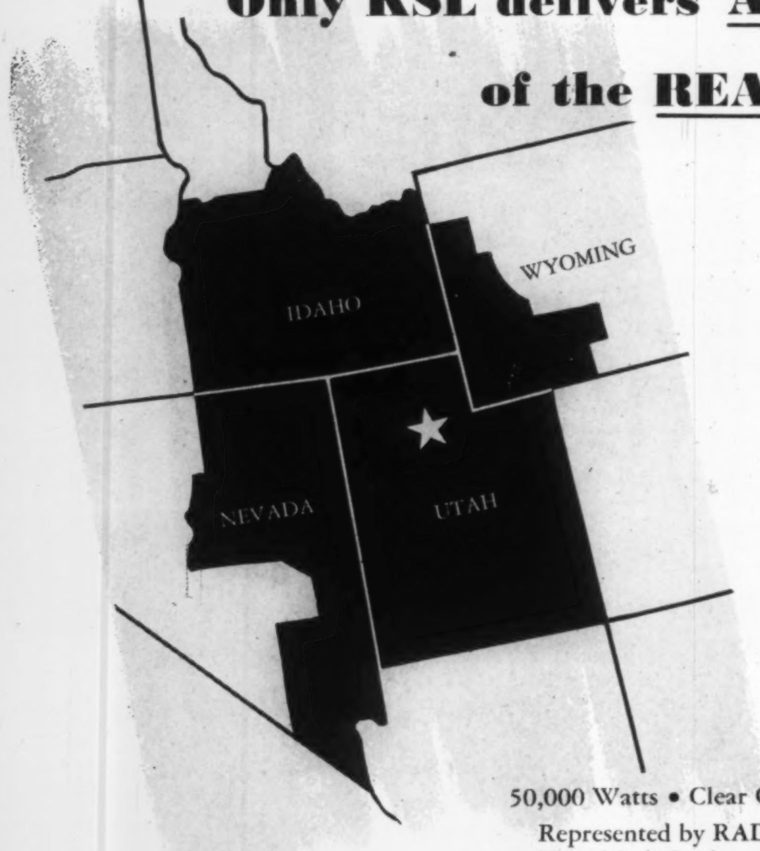
AMERICAN BROADCASTING CO. and TEXAS BROADCASTING SYSTEM AFFILIATE

ew Pearson - Breakfast in Hollywood - Bride and Groom - Ladies Be Seated - Sk
ing - John W. Scott News - Monette Shaw - Betty Bradford - Stop the Music - W
lter Winchell - Counterspy - Elmer Davis - The Lone Ranger - Jimmy Fidler - Ba
all Play-by-Play - Southwest Conference Football - The Fat Man - This is Your

UTAH

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel		Representatives News Service
BRIGHAM CITY	KBUH 1947	800 250-D	S. L. Stephens Sr. 948 W. Forest 948	......	Samuel L. Stephens Sr., Pres. Samuel L. Stephens Jr., Gen. Mgr. Owen Knudson, Coml. Mgr.	Leo Higham, Prog. Dir. William E. Bradshaw, Chief Engr.	Capitol SESAC UP
CEDAR CITY	KSUB 1937	1340; CP-590 250; CP-1,000	Southern Utah Bcstg. Co. Hotel El Excalante 398	CBS KBS Intermountain	Ivor Sharp, Pres. Roscoe A. Grover, Gen. Mgr.	Arthur Higbee, Coml. Mgr. Hurschel Urie, Chief Engr.	World
LOGAN 1	KVNU 1938	610 1,000	Cache Valley Bcstg. Co. 1393 N. Main St. 1400	MBS KBS Intermountain	Herschel Bullen, Pres. Reed Bullen, Gen., Coml. & Prom. Mgr.	Don Reber, Prog. Dir. DelMont Olesen, Chief Engr.	Avery-Knodel World UP
MURRAY	KMUR 1948	1230 250	Oral J. Wilkinson	......			
OGDEN	KLO 1929	1430 5,000	Interstate Bcstg. Corp. Ben Lomond Hotel 5721	MBS Intermountain	A. L. Glassmann, Pres. George B. Morgan, Sta. Mgr. Col. Lowder, Coml. Mgr. & Prog. Dir.	Herman Green, Prom. Mgr. Wayne T. Boothe, Chief Engr.	Avery-Knodel World UP
OGDEN	KOPP 1947	730 1,000-D	James B. Littlejohn West 12th St. 4223	KBS	James B. Littlejohn, Owner Riley R. Gibson, Gen. Mgr. N. Pratt Smith, Coml. Mgr.	F. J. Winewriter, Prog. Dir. Richard T. Sampson, Chief Engr.	Associated Lang-Worth AP
OGDEN	KVOG 1948	1490 250	United Bcstg. Co. 1538 Gibson Ave. 2-7535	......	Arch G. Webb, Pres. & Gen. Mgr. Gil Henry, Prog. Dir.	Gerald W. Peterson, Chief Engr.	World Standard UP
PRICE	KOAL 1936	1230 250	Eastern Utah Bcstg. Co. Price 200	MBS KBS Intermountain	Jack Richards, Pres., Gen. & Coml. Mgr., Prog. Dir. Carl P. Wolfrom, Prom. Mgr. & Asst. Mgr.	Leo E. Reid, Chief Engr.	Avery-Knodel UP

Only KSL delivers All of the REAL Salt Lake City Market



1 The REAL Salt Lake City Market is a quarter million square mile area* with over a million people and a billion dollars in annual retail sales.

2 Throughout this area, KSL is actually listened to most frequently by far more people—morning, afternoon and evening—than any competing station or regional network.†

3 KSL reaches more radio homes per dollar, day and night, than any competing station or regional network.‡

*According to a survey of leading Salt Lake City wholesalers.

†Hooper Listening Area Coverage Index for 69 KSL counties, Spring, 1948.

‡Cost per 1,000 50-100% BMB radio homes based on one-time ¼ hour rates as of March, 1948.

50,000 Watts • Clear Channel • Salt Lake City

Represented by RADIO SALES, Radio and Television Stations Representative, CBS.

KSL

CBS

UTAH—(Continued)

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel		Representatives Transc. Library News Service
PROVO	KCSU 1947	1490 250	Central Utah Bcstg. Co. P. O. Box 627 2802	......	Frank A. VanWagenen & Harold E. VanWagenen, co-owners. Frank A. VanWagenen, Coml. Mgr.	Harold E. VanWagenen, Prom. Mgr. Darwin L. Salisbury, Chief Engr. Orin D. Parker, Prog. Dir.	Standard Capitol UP
PROVO 1	KNEU (Construction permit)	1450 250	Lester R. Taylor 109 N. 4th West	......			
PROVO	KOVO 1939	960 1,000	KOVO Bcstg. Co. 108 W. Center St. 1680	MBS Intermountain	Clifton A. Tolboe, Pres. Arch L. Madsen, Gen. Mgr. S. Garn Carter, Coml. Mgr.	L. H. Curtis, Prog. Dir. Dean Ludlow, Prom. Mgr. Henry Keyes, Chief Engr.	Avery-Knodel World AP
RICHFIELD	KSVC 1947	690 1,000-D	Sevier Valley Bcstg. Co. Richfield 620	MBS Intermountain	William L. Warner, Pres. William L. Warner Jr., Station Mgr.	Lynn L. Meyer, Natl. Sales Mgr.	Avery-Knodel World UP
SALT LAKE CITY 1	KALL 1945	910 1,000	Salt Lake City Bcstg. Co. Inc. 248 S. Main St. 4-1843	MBS Intermountain	George C. Hatch, Pres. Alvin C. Pack, Exec. V.P. & Gen. Mgr.	Thomas H. Anderson, Coml. Mgr. Craig Rogers, Prog. Dir. W. D'Orr Cozzens, Chief Engr.	Avery-Knodel UP
SALT LAKE CITY 1	KDYL 1922	1320 5,000	Intermountain Bcstg. & Television Corp. Tribune-Telegram Bldg. 5-2991	NBC	S. S. Fox, Pres. & Gen. Mgr. George A. Provol, Coml. Mgr. Kay W. Richins, Prog. Dir.	Delmar Leeson, Prom. Mgr. John M. Baldwin, Chief Engr.	Blair Thesaurus Associated UP, INS
SALT LAKE CITY 1	KNAK 1945	1280 1,000-LS 500-N	Granite Radio Bcstg. Co. Continental Bldg. 43685		Howard D. Johnson, Pres. Richard F. Connor, Secy-Treas. Ray Noll, Coml. Mgr.	Albert R. Collins, Prog. Dir. Charlot R. Kapsa, Prom. Mgr. Myron May, Chief Engr.	Grant AP
SALT LAKE CITY 1	KSL 1924	1160 50,000	Radio Service Corp. of Utah 10 S. Main St. 5-4641	CBS	J. Reuben Clark, Pres. Ivor Sharp, Exec. V.P. C. Richard Evans, Gen. Mgr. Ralph W. Hardy, Asst. Mgr.	F. B. McLatchy, Sales Mgr. Eugene Halliday, Prog. Dir. Ray Bergman, Prom. Mgr. Vincent Clayton, Chief Engr.	Radio Sales Capitol Associated AP, UP
SALT LAKE CITY ..	KUTA 1938	570 5,000	Utah Bcstg and Television Co. 29 S. State St. 3-2737	ABC	Frank C. Carman, Pres. & Gen. Mgr. John Schile, Coml. Mgr. Ray Fadel, Pro. Dir. & Sta. Mgr.	Al Thomas, Prom. Mgr. Wendell Bell, Chief Engr.	Katz World Standard AP, UP
SPRINGVILLE	KJMS (Construction permit)	1400 250	Springville Radio Co.		W. W. Clyde C. G. Salisbury } Partners		
VERNAL	KJAM 1947	1340 250	Uintah Bcstg. Co. Inc. Hotel Vernal 494	KBS	James C. Wallentine, Pres. Lee Walker, Gen. Mgr. Grant E. Parry, Coml. Mgr.	Erwin W. Boelter, Chief Engr. & Prog. Dir.	Grant World UP

VERMONT

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel		Representatives Transc. Library News Service
BURLINGTON	WCAX 1931	620 5,000	WCAX Bcstg. Corp. 135 Main St. 2000	CBS	C. P. Hasbrook, Pres. & Gen. Mgr. J. D. Swan, Coml. Mgr. & Prog. Dir.	James W. Tierney, Chief Engr.	Weed Associated UP
BURLINGTON	WJOY 1946	1230 250	Vermont Bcstg. Corp. 633 Main St. 5400	ABC	David W. Howe, Pres. A. E. Spokes, Gen. Mgr.	John C. Quill, Prom. Mgr. & Chief Engr.	Rambeau Thesaurus AP
MONTPELIER-BARRE	WSKI 1947	1240 250	Montpelier-Barre Bcstg. Co. 94 Main St. 1740	......	Bernard M. Jacobsen, Pres. & Gen. Mgr. Robert Bannon, Prog. Dir.	Lucian Goulet, Chief Engr.	Kettell-Carter Grant Lang-Worth AP
RUTLAND	WHLW (Construction permit)	1000 1,000-D	Herbert L. Wilson 24½ Center St. 3201	......	Herbert L. Wilson, Owner Thomas M. Donlin, Gen. Mgr.		World Capitol AP
RUTLAND	WSYB 1930	1380 1,000	Philip Weiss Music Co. 35 Washington St. 1247	MBS KBS Yankee	Philip Weiss, Pres. & Coml. Mgr. Jack H. Weiss, Gen. Mgr.	Norval K. Ramson Jr., Chief Engr.	McGillvra Bannon Thesaurus UP
ST. ALBANS	WWSR 1941	1420 1,000-D	Vermont Radio Corp. 32 N. Main St. 1390	KBS	Warran C. Marsden, Sta. Mgr. Lloyd E. Squier, Coml. Mgr.		Walker Bannan
WATERBURY	WDEV 1931	550 1,000	Lloyd E. Squier 8 Stowe St. 400	MBS KBS Yankee	Lloyd E. Squier, Pres. & Gen. Mgr. Thomas L. Dodd Jr., Prog. Dir.	Harold M. Grout, Chief Engr.	Walker World UP

DIRECTORY OF STANDARD BROADCASTING STATIONS OF THE UNITED STATES

**—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. SH—Specified Hours. U—Unlimited. CP—Construction Permit Issued. LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.*
(Data corrected to December 6, 1948)

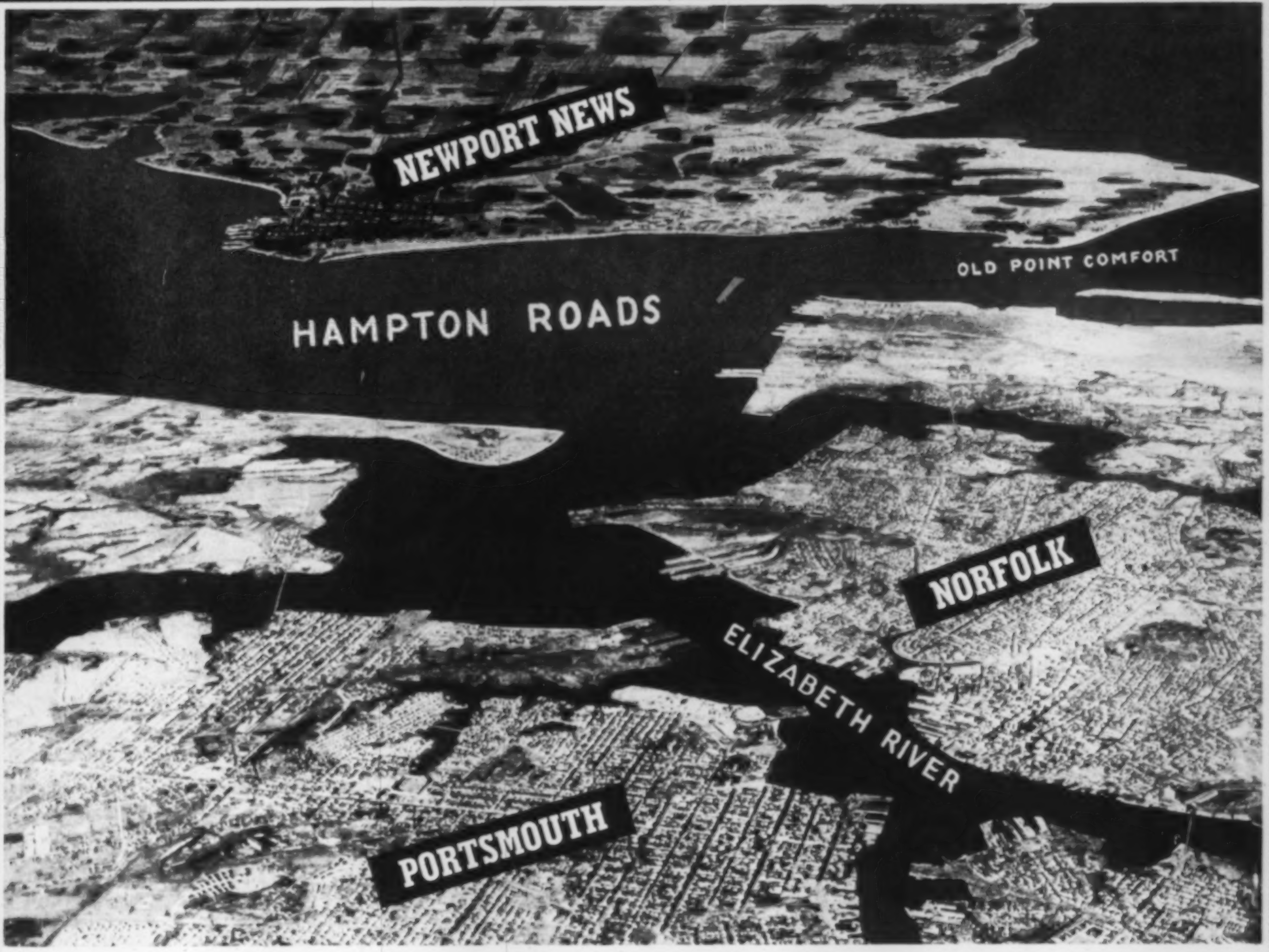
VIRGINIA

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representatives Transc. Library News Service
ALEXANDRIA	WPIK 1945	730 1,000-D	Potomac Bcstg. Corp. 523 First St. Overlook 3000	......	**(See listing under Washington, D. C.)**	
ARLINGTON	WARL 1946	780 1,000-D	Northern Va. Broadcasters Inc. Box 391 Owens 7800	......	**(See listing under Washington, D. C.)**	
ARLINGTON	WEAM 1947	1390 5,000	Arlington-Fairfax Bcstg. Co. Inc. 2030 N. **16th St.** Owens 7100	......	**(See listing under Washington, D. C.)**	
BLACKSTONE	WKLV 1947	1490 250	Frank W. Wagner Community Bldg. 478	MBS	F. W. Wagner, Pres. T. C. Richie, Gen. Mgr. E. G. Silverman, Coml. Mgr. Dave Hart, Prog. Dir. W. E. Jones, Prom. Mgr. D. O. Guthrie, Chief Engr.	AP Standard Lang-Worth
BRISTOL	WCYB 1946	690 10,000-D	Appalachian Bcstg. Corp. Bristol North 3560	......	Robert H. Smith, Gen. Mgr. J. Fey Rogers, Sales Mgr. Tom Dunn, Prod. Supvsr. Bob Dougherty, Transmitter Supvsr.	Associated Thesaurus AP
BRISTOL 66	WFHG 1947	860 1,000-D	Blanfox-Bristol Bcstg. Co. Hotel Bristol 3620	MBS	Morris Burnette, Gen. Mgr. W. L. Nininger, Coml. Mgr. W. C. Nininger, Sta. Dir. & Prom. Mgr. Rex Raney, Prog. Dir. John Hughlett, Chief Engr.	McGillvra Standard UP
CHARLOTTESVILLE	WCHV 1933	1240 250	Barham & Barham 4th & Market Sts. 2500	ABC KBS	Charles Barham Jr., Ownr. Randolph Bean, Mgr. & Prom. Mgr. Robert C. Walker, Sales Mgr. R. G. Sketchley Jr., Prog. Dir. Walter W. Gray, Chief Engr.	McGillvra Thesaurus Capitol AP
COVINGTON	WKEY 1941	1340 250	Earl M. Key Box 710 8351	ABC KBS	Earl M. Key, Ownr., Gen. & Coml. Mgr. Carroll Harrison, Prog. Dir. John Davis, Prom. Mgr. John Wilson, Chief Engr.	World UP
CREWE	WSVS 1947	650 1000-D	Southern Virginia Bcstg. Corp. 117 Carter St. 5000	KBS	C. S. Willis, Pres. Maxey E. Stone, Gen. & Prom. Mgr. Harris Umstead, Coml. Mgr. Robert W. Hutchinson, Prog. Dir. S. E. Wilson, Chief Engr.	Rural Radio World AP
CULPEPER	WCVA (Construction permit)	1490 250	Culpeper Bcstg. Corp.		Ira C. Hopkins, Pres. L. T. Preston, V.P.	
DANVILLE	WBTM 1930	1330 5,000-LS 1,000-N	Piedmont Bcstg. Corp. Hotel Danville 2350	ABC	L. N. Dibrell, Pres. R. Sanford Guyer, V. P. & Gen. Mgr. Edward G. Gardner, Coml. Mgr. Thomas W. Thompson, Prog. Dir. & Prom. Mgr. Lyle C. Motley, Chief Engr.	Hollingbery Lang-Worth AP
DANVILLE	WDVA 1947	1250 5,000-LS 1,000-N	Virginia-Carolina Bcstg. Corp. American Nat'l Bank Bldg. 5300	MBS	John D. Pruitt, Pres. Emerson J. Pryor, Gen. & Coml. Mgr. Richard E. Campbell, Prog. Dir. Charles J. Holmes, Prom. Mgr. Rush Sawyers, Chief Engr.	McGillvra Capitol, World UP
FALLS CHURCH	WFAX 1948	1220 250-D	Lamar A. Newcomb Box L Chestnut 4296 (Wash., D.C.)	......	**(See listing under Washington, D. C.)**	
FARMVILLE	WFLO 1946	870 1,000-D	Colonial Bcstg. Corp. P. O. Box 238 600	......	Carla B. Keyes, Pres. Charles R. Maillet, Gen. Mgr. Denzel B. Shaver, Prog. Dir. Charles K. Chrismon, Chief Engr.	Associated Capitol UP
FREDERICKSBURG	WFVA 1939	1230 250	Fredericksburg Bcstg. Corp. P. C. Drawer 269 1261	ABC KBS	Richard F. Lewis Jr., V. P. & Gen. Mgr. Walter F. Harris Jr., Sta. & Coml. Mgr. William S. Candler, Chief Engr.	Burn-Smith Lang-Worth
FRONT ROYAL	WFTR 1946	**1450** 250	Skv Park Bcstg. Corp. Box 192 750	MBS	Thomas R. Owens, Pres. Warren S. Bell, Gen. Mgr. & Chief Engr. Roy O. Springer, Coml. Mgr. Bob Martin, Prog. Dir.	Thesaurus UP
GALAX	WBOB 1947	1400 250	Carroll-Grayson Bcstg. Corp. Poplar Knob Rd. 300	MBS	Robert V. Morris, Pres. Carl E. Duckett, Gen. Mgr. & Chief Engr. Joe P. Crockett, Coml. Mgr. Muriel M. Bell, Prog. Dir. Mary Ann Newman, Prom. Mgr.	AP
HAMPTON	WVEC 1948	1050 250-D	Peninsula Bcstg. Corp. P. O. Box 481 6332	KBS	Thomas P. Chisman, Pres. & Gen. Mgr. Vernon Carter, Asst. & Coml. Mgr. Peter Edman, Prog. Dir. Edith Lawrence, Prom. Mgr. James Swafford, Chief Engr.	Standard Associated AP
HARRISONBURG	WSVA 1939	550 1,000-D	Shenandoah Valley Bcstg. Corp. Newman Bldg. 550	NBC	Frederick L. Allman, Pres. Robert B. Harrington, Coml. & Prom. Mgr. Richard H. Johnson, Prog. Dir. Warren L. Braun, Chief Engr.	Thesaurus UP
HOPEWELL	WHAP 1948	1340 250	Hopewell Bcstg. Co.		Augustus Robbins Jr., Pres. Edward Burwell, Chief Engr.	

WITH 5000 WATTS

WGH Blankets Virginia's Largest Market

NORFOLK - PORTSMOUTH - NEWPORT NEWS


NEWPORT NEWS
OLD POINT COMFORT
HAMPTON ROADS
NORFOLK
ELIZABETH RIVER
PORTSMOUTH

On the air with 5000 watts, WGH — a pioneer voice of over 20 years — reaches out to further service for the 200,000 *plus* radio families in this vital and growing market. Here are population increases trebling 1940 census figures — effective family buying income many hundreds of dollars above the national average — and now a 20 times more powerful, low cost radio medium to deliver you the entire trade area.

WGH

ABC for Norfolk, Portsmouth, Newport News

FREE & PETERS, INC. *Exclusive National Representatives*

AFFILIATED WITH THE DAILY PRESS—TIMES HERALD

VIRGINIA—(Continued)

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel		Representatives Transc. Library News Service
LEXINGTON	WREL 1948	1450 250	Rockbridge Bcstg. Corp. 130 S. Main St.		Marshall L. Wilmer, Pres.		
LYNCHBURG	WLBW (Construction permit)	1230 250	Hill City Bcstg. Corp.		Wilmer C. Blair, Pres. J. James Wood, V.P.		
LYNCHBURG	WLVA 1930	590 1,000	Lynchburg Bcstg. Corp. Allied Arts Bldg. 3030	ABC	Edward A. Allen, Pres. Philip P. Allen, Gen. Mgr. Joseph F. Wright Jr., Coml. Mgr.	William H. Loren, Prog. Dir. & Prom. Mgr. John T. Orth, Chief Engr.	Hollingbery Lang-Worth Associated AP
LYNCHBURG	WWOD 1947	1390 1,000	Old Dominion Bcstg. Corp. P. O. Box 918 7000	MBS	David Hugh Dillard, Pres. Jack Weldon, Gen. Mgr. Norman T. Simpson, Coml. Mgr.	Jay Seibel, Prog. Dir. & Prom. Mgr. Forest Pinkerton, Chief Engr.	Walker World AP, UP
MARION	WMEV 1948	1010 1,000-D	Mountain Empire Bcstg. Corp. P. O. Box 575 9001	......	Robert Lane Anderson, Pres. Robert C. Wolfenden, Gen. & Coml. Mgr. Charles Carter, Prog. Dir.	William P. Grether, Chief Engr.	Friedenberg World AP
MARTINSVILLE	WMVA 1941	1450 250	Martinsville Bcstg. Co. Inc. Box 831 2152	NBC KBS	Wm. C. Barnes, Pres. John W. Schultz, Gen. Mgr. Charles F. Adams, Coml. Mgr.	Barbara H. Zimmerman, Prog. Dir. H. M. McMillion, Prom. Mgr. Dewey W. Muse, Chief Engr.	AP
NEWPORT NEWS ...	WGH 1928	1340; CP-1310 250; CP-5,000	Hampton Roads Bcstg. Corp. Portlock Bldg. Norfolk Norfolk 27031	ABC	Raymond B. Bottom, Pres. Edward E. Bishop, V. P. & Gen. Mgr. Edward E. Edgar, Coml. Mgr. W. R. VanBuren, Secy.-Treas.	John A. Black, Prog. Dir. W. R. VanBuren Jr., Prom. Mgr. Charles A. Runyon, Chief Engr.	Free & Peters Associated AP
NEWPORT NEWS ...	WHYU 1947	1270 1,000-D	Eastern Bcstg. Corp. 114 24th St. 31632	......	Edd Harris, V.P. & Gen. Mgr. George W. Mitchell, Coml. Mgr.		Friedenberg
NORFOLK 10	WCAV 1947	860 1,000-D	Cavalier Bcstg. Corp. Helena Bldg. 23266	......	Joseph Light, Pres. Joe Brown, Gen. & Prom. Mgr. Wm. Laliberte, Coml. Mgr.	Wm. M. Manrow, Asst. Gen. Mgr. & Tech. Dir.	Burn-Smith Associated Standard UP

Virginia's No. 1 Market is

NORFOLK

PORTSMOUTH — NEWPORT NEWS!

You economically cover this thriving, growing Metropolitan market PLUS vast sections of central Virginia and North Carolina (through our 100,000 watts FM Coverage at NO EXTRA COST) with Tidewater's progressive and fastest-growing stations — WSAP and WSAP-FM. Don't buy ANY station in Tidewater Virginia until you've checked ALL the facts about coverage — price — listener-loyalty!

National Representative—

Ra-Tel Representatives, Inc.

LOOK! . . .

Metropolitan population, Norfolk-Portsmouth, Newport News, Jan. 1948 ______ 632,300 *
Retail trading area, 32 counties population, Jan. 1948 ____________________ 1,342,000 *
Bank Deposits, Norfolk & Portsmouth, as of Jan. 1948 _______________ $224,506,020. *

** Norfolk Advertising Board Report Jan. 1, 1948*

And . . . don't overlook THESE figures! . . .

1947 Retail Sales, Norfolk-Portsmouth-Newport News __$396,217,000 #
1947 Food store sales ________ 109,975,000 #
1947 General Merchandise sales 43,948,000 #
1947 Drug store sales ________ 15,611,000 #
1947 Net effective buying power 610,686,000 #

# Sales Management, Survey of Buying Power, May 10, 1948

MUTUAL NETWORK

WSAP
1490 KILOCYCLES

NOW — 100,000 WATTS!

WSAP-FM
99.7 MEGACYCLES OR CHANNEL 259

OWNED AND OPERATED BY PORTSMOUTH RADIO CORPORATION

B. WALTER HUFFINGTON
GENERAL MANAGER

Portsmouth, Virginia

JACK NORFLEET
COMMERCIAL MANAGER

VIRGINIA—(Continued)

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel		Representatives Transc. Library News Service
NORFOLK 10	WLOW 1946	1590 1.000-D	Commonwealth Bcstg. Corp. 105 Brooke Ave. 45678	......	E. L. Scott, Pres. Robert E. Wadson, Gen. Mgr. Don E. Kelly, Coml. Mgr. W. M. Carpenter, Sta. Mgr.	Ray Penner, Prog. Dir. & Prom. Mgr. Jack Seigel, Chief Engr.	Forjoe Capitol Associated AP
NORFOLK	WNOR (Construction permit)	1230 250	Norfolk Bcstg. Corp. 21st St. & Colonial Ave.	......			
NORFOLK 10	WTAR 1923	790 5,000	WTAR Radio Corp. Nat'l Bank of Commerce Bldg. 25671	NBC	Campbell Arnoux, Pres. & Gen. Mgr. John W. New, Coml. Mgr.	Joel Carlson, Prog. Dir. John Peffer, Chief Engr.	Petry Standard Lang-Worth AP, UP
NORTON	WNVA 1945	1450 250	Blanfox Radio Inc. Progress Bldg. 700	MBS KBS	R. B. Helms, Pres. Jack T. Helms, Genl. Mgr	Bill Holland, Coml. Mgr. Bill Benesch, Prog. Dir. & Prom. Mgr. Gene Tommerdahl, Chief Engr.	SESAC Standard AP
PETERSBURG	WSSV 1944	1240 250	Southside Virginia Bcstg. 112 W. Tabb St. 3881	MBS	Louis H. Peterson, Pres. & Gen. Mgr. Ray L. Moss, Coml. Mgr. Jonas Weiland, V.P.	N. W. Andrews, Prog. Dir. Stuart M. Gates, Prom. Mgr. Edward F. Schwarz, Chief Engr.	Burn-Smith UP
PORTSMOUTH	WSAP 1943	1490 250	Portsmouth Radio Corp. Professional Bldg. 72381	MBS	T. E. Gilman, Pres. B. Walter Huffington, Gen. Mgr. Jack Norfleet, Coml. Mgr.	George L. Brantley, Prog. Dir. Boyd Harrier, Prom. Mgr. Charles R. Sledge, Chief Engr.	Burke, Kuipers & Mahoney Lang-Worth UP
PULASKI	WPUV 1946	1230 250	Southwest Bcstg. Corp. Cool Springs, Va. P. O. Box 351 3-3931	MBS KBS	Harry R. Imboden, Pres. William R. Murray, Gen. Mgr. Allan S. Aden, Coml. Mgr.	Lee Mills, Prog. Dir. Eleanor Imboden, Prom. Mgr. Fitzgerald McDaniel, Chief Engr.	Sears & Ayer Thesaurus AP
RICHMOND	WBBL 1924	1450 250 SH	Grace Covenant Presbyterian Church 1627 Monument Ave. 84246	......	C. H. Liesfield, Gen. Mgr.	R. W. Raabe, Chief Engr.	
RICHMOND 19	WLEE 1945	1450 250	Lee Bcstg. Corp. Broad-Grace Arcade 3-6741	MBS	Thomas G. Tinsley, Jr., Pres. Irvin G. Abeloff, Gen. & Coml. Mgr.	Harvey L. Hudson, Prog. Dir. George W. McGuigan, Jr., Chief Engr.	Forjoe Lang-Worth AP

Pioneer: 1948

The days of the covered wagon are gone, but in the field of commercial broadcasting the time for pioneering is now.

Someone must blaze the trail.

In Richmond that someone is the Havens and Martin group of stations — WMBG, the NBC station; WTVR, the NBC-TV affiliate; WCOD, the FM station.

In 1944 a full page newspaper advertisement heralded WMBG's faith in television. The action was unparalleled . . . the industry was amazed.

On April 15, 1948 WTVR, the south's first television station, began commercial operation. Today Richmond has network TV programing.

Late in 1947 WCOD, Richmond's first FM station, was on the air.

They join company with WMBG, in service since 1926.

This is the pioneering record of these *First Stations of Virginia.*

WMBG AM
WTVR TV
WCOD FM

First Stations of Virginia

Havens and Martin Stations, Richmond
John Blair & Company, National Representatives

DIRECTORY OF STANDARD BROADCASTING STATIONS OF THE UNITED STATES

**—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. SH—Specified Hours. U—Unlimited. CP—Construction Permit Issued*
LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.
(Data corrected to December 6, 1948)

VIRGINIA—(Continued)

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel		Representatives Transc. Library News Service
RICHMOND 20	WMBG 1926	1380 5,000	Havens & Martin Inc. P. O. Box 5229 58611	NBC	Wilbur M. Havens, Pres. & Gen. Mgr. Allen Phaup, Prog. Dir.	Walter A. Bowry, Jr., Prom. Mgr. & Asst. Mgr. W. H. Wood, Chief Engr.	Blair Lang-Worth Thesaurus TP
RICHMOND 13	WRNL 1927	910 5,000	Richmond Radio Corp. 323 Grace St. 3-3436	ABC	D. Tennant Bryan, Pres. E. S. Whitlock, Gen. Mgr. Joseph H. Seirer, Coml. Mgr.	Don Martin, Prog. Dir. Helen Seirer, Prom. E. V. Wolstenholme, Jr., Chief Engr.	Petry Standard Capitol AP
RICHMOND 12	WRVA 1925	1140 50,000	Larus & Bros. Co. Inc. Hotel Richmond 3-6633	CBS	C. T. Lucy, Gen. Mgr. Barron Howard, Bus. Mgr. S. S. Carey, Prog. Serv. Mgr.	John L. Stone, Jr., Prom. Mgr. D. C. Woods, Chief Engr. Warren R. Bishop, Publ. Mgr.	Radio Sales World Lang-Worth UP
RICHMOND 20	WXGI 1947	740 1,000-D	Radio Virginia Inc. 100 W. Franklin St. 7-4684	......	D. H. Robertson, President & Gen. Mgr. Harrol A. Brauer, Jr., Prog. Dir.	I. K. Redd, Jr., Chief Engr.	Burn-Smith Associated Lang-Worth AP
ROANOKE	WDBJ 1924	960 5,000	Times-World Corp. 124 W. Kirk Ave. 8131	CBS	J. P. Fishburn, Pres. Ray P. Jordan, Gen. Mgr. John W. Harkrader, Coml. Mgr.	Paul E. Reynolds, Prog. Dir. Clifford B. Huffman, Prom. Mgr. J. Howard Newman, Chief Engr.	Free & Peters World Lang-Worth AP, UP
ROANOKE	WROV 1948	1240 250	Radio Roanoke Inc. Mt. Trust Bank Bldg. 3-4444	MBS	Leo F. Henerby, Pres. Frank E. Koehler, Gen. & Coml. Mgr. Gordon R. Phillips, Prog. Dir. & Prom. Mgr.	Frank A. Hall, Chief Engr.	Burn-Smith Capitol Lang-Worth UP
ROANOKE 7	WSLS 1940	610 1,000	Roanoke Bcstg. Corp. Shenandoah Life Bldg. 9227	ABC	Paul C. Buford, Pres. James H. Moore, Exec. V.P. Horace Fitzpatrick, Asst. & Coml. Mgr.	Bill Saunders, Prog. Dir. Doris Irvin, Prom. Mgr. Philip Briggs, Chief Engr.	Weed Thesaurus Associated AP
SOUTH BOSTON	WHLP 1948	1400 250	Halifax Broadcasting Co. P. O. Box 490 567	KBS	John L. Cole, Jr., Owner & Gen. Mgr. William D. Fielding, Coml. Mgr. Charles B. Davis, Asst. Mgr., Prog Dir. & Prom. Mgr.	John Doherty, Chief Engr.	Thesaurus World, Cole AP
STAUNTON	WTON 1945	1400 250	Charles P. Blackley Morrison Building 1400	ABC	Charles P. Blackley, Owner & Gen. Mgr. Charles E. Seebeck, Coml. & Prom. Mgr.	Fulton A. King, Prog. Dir. Rex C. Houser, Chief Engr.	World AP
SUFFOLK	WLPM 1940	1450 250	Suffolk Bcstg. Corp. 105 Bank St. 1420	ABC KBS	Fred L. Hart, Pres., Gen. & Prom. Mgr.	Allen B. Jones, Coml. Mgr. & Prog. Dir. Veryl W. Rupp, Chief Engr.	Lang-Worth Sears & Ayer AP
WARSAW	WNNT (Construction	690 250-D permit)	Grayson Headley	......	Grayson Headley, Owner		
WAYNESBORO	WAYB 1948	1490 250	Waynesboro Bcstg. Corp. 525 W. Main 999	MBS KBS	N. Wilbur Kidd, Gen. Mgr. and Prog. Dir. Edward F. Libby, Coml. Mgr. Paul M. Shue, Prom. Mgr.	Edward H. Goodwin, Chief Engr.	World Lang-Worth UP
WINCHESTER	WINC 1941	1400 250	Richard Field Lewis, Jr. 514 Kerr St. 4855	ABC KBS	Richard Field Lewis, Jr., Owner & Mgr. John Carl Morgan, Coml. Mgr. & Prog. Dir.	Winslow Porter, Prom. Mgr. Philip B. Whitney, Chief Engr.	Lang-Worth UP

WASHINGTON

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel		Representatives Transc. Library News Service
ABERDEEN	KXRO 1927	1340 250	KXRO Inc. 207½ E. Market St. 4098	MBS KBS Don Lee	Harry R. Spence, Pres. & Gen. Mgr. Fred G. Goddard, Coml. Mgr.	A. W. Lindsay, Prog. Dir. John Duane Johnson, Prom. Mgr. Philip True, Chief Engr.	Grant Thesaurus UP
ABERDEEN	...... (Construction	1450 250 permit)	Ben K. Weatherwax 304 W. 9th St.	......			
BELLINGHAM	KPUG 1948	1170 1,000	KPUG Inc. P. O. Box 655	MBS Don Lee	Jessica L. Longston Edward J. Jansen C. V. Zaser L. Berenice Brownlow } Partners	Jessica L. Longston, Pres. & Coml. Mgr. C. V. Zaser, Exec. V. P.	Grant Associated
BELLINGHAM	KVOS 1927	790 1,000	KVOS 1321 Commercial St. 790	ABC KBS	Rogan Jones, Pres. & Mgr. Fred Elsethagen, Asst. Mgr. Glen Beebe, Coml. Mgr.	Roger Patrick, Prog. Dir. Hal Reeves, Prom. Mgr. Ernest Harper, Chief Engr.	McGillvra Keating McGregor Lang-Worth UP
BREMERTON	KBRO 1947	1490 250	Bremerton Bcstg. Co. 2nd & Washington Ave. 1970	......	Bruce Bartley, Pres. Dick Crombie, Gen. Mgr. Hal Moan, Coml. Mgr.	Bob Gleason, Prog. Dir. Jack Gwyer, Prom. Mgr. Bert Hallberg, Chief Engr.	Keating World AP
BREMERTON	KGIB (Construction	1540 1000-D permit)	Kitsap G. I. Broadcasters 506 Hewitt Ave.	......	Mortimer T. Clement, Principal Owner		
CENTRALIA .... **(CHEHALIS)**	KELA 1937	1470 1,000	Central Bcstg. Corp. Centralia, Box 720; Chehalis, Box 827 Centralia 6-3321; Chehalis 721	MBS KBS Don Lee	J. Elroy McCaw, Pres. Joe Chyti, Gen. & Coml. Mgr.	Vincent Elliott, Prog. Dir. Schuyler Hill, Prom. Mgr. Ellwood Lippincott, Chief Engr.	Grant Keating UP

WASHINGTON—(Continued)

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel		Representatives Transc. Library News Service
ELLENSBURG	KXLE 1946	1240 250	Central Washington Bcstrs. Inc. Box 689 2-1240	......	Goodwin Chase, Jr., Pres. Joe Kendall, Gen. Mgr. Darrel Burns, Prog. Dir.	Jack Hemingway, Chief Engr.	Walker Tracy Moore Lang-Worth UP
EPHRATA	KULE (Construction	730 1000-D permit)	Columbia Basin Bcstg. Co. Ephrata 207	......			
EVERETT	KRKO 1922	1400 250	The Everett Bcstg. Co. Inc. KRKO Bldg. Main 526	MBS KBS Don Lee	William R. Taft, Pres., Gen. & Coml. Mgr.	Earl Gerdon, Prog. Dir., Prom. Mgr. & Chief Engr.	McGillvra World Standard UP
KENNEWICK	KWIE (Construction	1230 250 permit)	Mid-Columbia Broadcasters Box 499. Burley, Idaho	......			
KIRKLAND	KRKL 1948	1050 250-D	F. L. Thornhill Civic Center	......	F. L. Thornhill, Gen. Mgr.		
LONGVIEW	KWLK 1938	1400 250	Twin City Bcstg. Corp. Longview 1500	MBS KBS	C. O. Chatterton, Pres. & Gen. Mgr. Al Emrich, Coml. Mgr.	Marjorie Bradford, Prog. Dir. M. E. Johnson, Chief Engr.	Grant Associated UP
MOSES LAKE	KSEM 1947	1450 250	KSEM, Inc. P. O. Box 446 234	KBS	Jessica L. Longston, Pres. Don G. Bennett, Gen. Mgr. Shirley A. Olson, Prog. Dir.	Roland G. Kissler, Prom. Mgr. John H. Thatcher, Chief Engr. C. V. Zaser, Exec. V.P.	Grant World UP
MOUNT VERNON ...	KBRC 1946	1430 500-D	Beckley Radio Co. P. O. Box 240 8955	......	Leo H. Beckley, Pres., Gen. & Coml. Mgr. Fred Grant, Coml. Mgr. Bud Clark, Prog. Dir.	Oris Vanerstrom, Chief Engr.	Keating Standard UP
OLYMPIA	KGY 1922	1240 250	Tom Olsen Rockway-Leland Bldg. 6636	MBS KBS	Tom Olsen, Pres. & Gen. Mgr. J. Harris Dorr, Coml. Mgr. Eve Knutson, Prog. Dir.	Elmer J. Holmberg, Prom. Mgr. Charles A. Roark, Chief Engr.	Grant World UP
OMAK	KOMW 1947	680 1000-D	KOMW Inc. Box 151 Omak 00	......	R. L. McNett, Pres. & Chief Engr. Erin W. Thomas, Gen. Mgr. C. Nat Harris, Coml. Mgr.	Mrs. Gene Leslie, Prog. Dir.	Keating Capitol Lang-Worth UP
PASCO	KPKW 1945	1340 250	Western Radio Corp. Pasco	......	A. C. Anderson, Mgr.		Keating Griffith
PORT ANGELES	KONP 1945	1450 250	Radio Pacific, Inc. 313 W. First St. 4437	KBS	C. N. Webster, Pres. & Gen. Mgr.	Howard R. Patrick, Chief Engr.	UP
PULLMAN	*KWSC 1922	1250 5090 ST-KTW	State College of Wash. Arts Hall Pullman 9021	......	Dr. Wilson Compton, Pres. Fred Hayward, Sta. & Prom. Mgr. Eldon Barr, Prog. Dir.	Robert Baird, Chief Engr.	Associated Capitol World AP, UP
RENTON	KXRN 1947	1220 250-D	Interlake Bcstg. Corp. N. Seventh at Park Ave. 3424	......	Robert S. McCaw, Pres. & Gen. Mgr. & Chief Engr. Dudley K. Randal, Coml. Mgr.	Scott Seifert, Prog. Dir. & Prom. Mgr.	World UP
SEATTLE 4	KING 1927	1090 10,000 CP-50,000	KING Bcstg. Co. Smith Tower Main 1090	......	Mrs. A. Scott Bullitt, Pres. Henry B. Owen, Gen. Mgr. John H. Eichhorn, Coml. Mgr.	Frederick J. Eichhorn III, Prog. Dir. Arthur A. Schultz, Chief Engr.	Associated Lang-Worth AP, UP
SEATTLE 1	KIRO 1935	710 50,000	Queen City Bcstg. Co. 66 Cobb Bldg. Seneca 1500	CBS	Saul Haas, Pres. Loren B. Stone, Gen. Mgr. William F. Tucker, Coml. Mgr.	Kenneth Yeend, Prog. Dir. Milo Ryan, Prom. Mgr. James Hatfield, Chief Engr.	Free & Peters Standard SESAC AP
SEATTLE 1	KJR 1922	950 5,000	Totem Bcstrs., Inc. Skinner Bldg. Elliott 5890	ABC	Marshall Field III, Pres. J. Archie Morton, Gen. Mgr. Arthur Gerbel, Jr., Mgr. & Sales Mgr.	Roland Bradley, Prog. Dir. Maitland Jordan, Prom. Mgr. Louis S. Bookwalter, Chief Engr.	Avery-Knodel World UP
SEATTLE	KOL 1922	1300 5,000	Seattle Bcstg. Co. Northern Life Tower Main 2312	......	Archie Taft, Pres. Oliver A. Runchey, Gen. Mgr. Archie Taft, Jr., Coml. Mgr.	John Forrest, Prog. Dir. Perry Lind, Chief Engr.	Headley-Reed Capitol, World Standard AP, UP
SEATTLE 9	KOMO 1926	1000 50,000	Fishers Blend Station Inc. 100 4th Ave. N. Seneca 6000	NBC	O. W. Fisher, Pres. & Gen. Mgr. Ray Baker, Coml. Mgr. W. W. Warren, Prog. Dir. R. D. McCornack, Asst. to Pres.	Richard E. Green, Prom. Mgr. F. J. Brott, Chief Engr.	Petry Capitol Associated UP
SEATTLE 4	KRSC 1926	1150 1,000	Radio Sales Corp. 2939 4th Ave. S. Elliott 2480	......	Palmer K. Leberman, Pres. Robert E. Priebe, Gen. Mgr. A. P. Hunter, Coml. Mgr.	Ted Bell, Prog. Dir. Lee Schulman, Prom. Mgr. George A. Freeman, Chief Engr.	Young Lang-Worth Associated AP
SEATTLE 4	KTW 1920	1250 1000 ST-KWSC	First Presbyterian Church 7th Ave. & Spring St. Main 2056	......	Dr. F. Paul McConkey, Pres. James S. Ross, Gen. Mgr. & Chief Engr.	Don Bevilacqua, Coml. Mgr. & Prog. Dir.	
SEATTLE 1	KXA 1926	770 1,000 L-WJZ	KXA Inc. 312 Bigelow Bldg. Seneca 1000	......	Wesley I. Dumm, Pres. Lincoln W. Miller, Exec. V.P. R. G. McArdle, Natl. Sales Mgr.	Ben Harkins, Prog. Dir. John Dubuque, Chief Engr.	Forjoe Standard UP

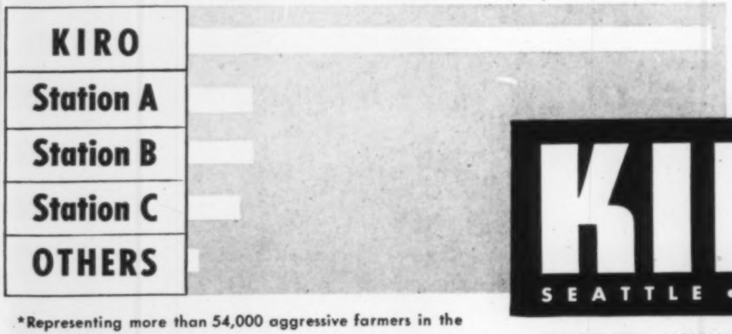
More Farmers Prefer KIRO Than All Other Western Washington Stations Combined!
SURVEY REPORT

"Them's FACTS, Son!"

Washington State Grange* Radio Survey Asked . . .

"What Is the Most Popular Station In Your Area?"

ANSWERS ALSO REVEAL—
KIRO *leads* ALL OTHER SEATTLE STATIONS COMBINED by 172%!



*Representing more than 54,000 aggressive farmers in the State of Washington.

Survey published April 15, 1948, by John L. King, Director of Radio and Research, Washington State Grange, 3104 Western Avenue, Seattle 1, Wash.

KIRO
SEATTLE • TACOMA

CBS
50,000
WATTS
710 KC

REPRESENTED NATIONALLY BY FREE & PETERS

WASHINGTON—(Continued)

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel		Representatives Transc. Library News Service
SPOKANE 8	KFIO 1922	1230 250	Spokane Bcstg. Corp. 526 Riverside Ave. Riverside 8033	......	Arthur L. Smith, Pres. R. G. McBroom, Gen. & Coml. Mgr.	John A. Maxson, Prog. Dir. Prom. Mgr.	World UP
SPOKANE 8	KGA 1926	1510 50,000	Louis Wasmer Radio Central Bldg. Main 5383	ABC	Louis Wasmer, Pres. Harvey Wixson, Gen. & Coml. Mgr. Robert E. Plummer, Prog. Dir. & Prom. Mgr.	Earl Trumble, Local Sales Mgr. A. G. Sparling, Chief Engr.	Petry Associated UP
SPOKANE 8	KHQ 1922	590 5,000	KHQ Inc. Radio Central Bldg. Main 5131	NBC	Richard O. Dunning, Pres. & Gen. Mgr. Robert H. Wesson, Natl. Sales Mgr. & Prom. Mgr.	R. W. Brazeal, Prog. Dir. & V.P. John Walker, Chief Engr.	Katz Associated Capitol AP
SPOKANE 8	KNEW 1947	1430 5,000	Coeur d'Alene Bcstg. Co. Sprague & Wall Riverside 8035	MBS Don Lee	Burl C. Hagadone, Pres. Harry Lantry, Gen. Mgr. W. C. Rhodes, Coml. Mgr.	Paul Crain, Prog. Dir. & Prom. Mgr. C. W. Evans, Chief Engr.	Hollingbery World AP
SPOKANE 8	KREM 1947	1340 250	Cole E. Wylie Realty Bldg. Main 3333	......	Cole E. Wylie, Pres. & Gen. Mgr. Harold L. Newhouse, Coml. Mgr.	Walter Nelskog, Prog. Dir. Harvey Degering, Chief Engr.	Lang-Worth AP
SPOKANE 8	KXLY 1922	920 5,000	Symons Bcstg. Co. Symons Bldg. Main 1218	CBS	E. B. Craney, Pres. & Gen. Mgr. Bryan Woolston, Coml. Mgr.	John Funk, Prom. Mgr. George Langford, Chief Engr.	Walker Lang-Worth McGregor UP
TACOMA 1	KMO 1926	1360 5,000	Carl E. Haymond 914½ Broadway Main 4144	......	Carl E. Haymond, Pres. Jerry Geehan, Gen. Mgr. Ray McKenzie, Coml. Mgr.	Ted Knightlinger, Prog. Dir. & Prom. Mgr. John L. Boor, Chief Engr.	McGillvra Scott Standard, Capitol SESAC UP
TACOMA 3	KTBI 1941	810 1000-D	Tacoma Bcstrs. Inc. 2715 Center St. Broadway 2241	KBS	H. J. Quilliam, Pres. W. B. Stuht, Gen. Mgr. King Mitchell, Coml. Mgr.	Cleve Wilkinson, Prog. Dir. & Chief Engr.	Taylor-Borroff World Associated UP
TACOMA 2	KVI 1928	570 5000	Puget Sound Bcstg. Co. Inc. Kamlin Hotel Seattle 1 Seneca 4848	MBS Don Lee	Vernice Irwin, Pres. & Gen. Mgr. L. M. Doernbecher, Chief Owner Earl T. Irwin, Coml. Mgr.	Larry Huseby, Prog. Dir. Bob Hayward, Prom. Mgr. D. M. McDonough, Chief Engr.	Hollingbery Associated Lang-Worth Cole AP
VANCOUVER	KVAN 1939	910 1,000	Vancouver Radio Corp. 707½ Main St. 150	......	Sheldon F. Sackett, Pres. Fred F. Chitty, Gen. Mgr. Mark F. DeLaunay, Coml. Mgr.	Robert Deihl, Prog. Dir. Rickel Bras, Prom. Mgr. Edgar Means, Chief Engr.	World Standard, UP
WALLA WALLA	KUJ 1928	1420 5,000	KUJ Inc. 55 E. Main St. 1230	MBS Don Lee	H. E. Studebaker, Pres. & Gen. Mgr. Norval Armes, Local Coml. Mgr. Don Wike, Natl. Coml. Mgr. & Prom. Mgr.	Howard Rhoads, Prog. Dir. Milton McLafferty, Chief Engr.	Grant Keating Thesaurus UP
WALLA WALLA	KWWB 1946	1490 250	Walla Walla Bcstg. Co. Book Nook Bldg. 4103	KBS	John W. Kendall, Pres. Kenneth K. Williams, Gen. & Coml. Mgr. Claire Orville Banks, Prog. Dir.	Adaline M. Bussard, Prom. Mgr. Tyrus T. McFadden, Chief Engr.	World AP
WENATCHEE	KPQ 1929	560 1,000	Wescoast Bcstg. Co. 2nd & Columbia 2757	ABC	Rogan Jones, Pres. James W. Wallace, Gen. Mgr. & V.P. Pat O'Halloran, Coml. Mgr.	Bill Green, Prog. Dir. & Prom. Mgr. George Frese, Chief Engr.	McGillvra Keating World Associated Cole UP
WENATCHEE	KWNW 1948	1340 250	Apple-Land Bcstg. Co., Inc. P. O. Box 1510 2468	MBS Don Lee	J. B. Hatfield, Pres. Mel Gaumer, Gen. Mgr. A. J. Sternling, Adm. Asst.	Warren Brown, Prom. Mgr. R. B. Sutton, Chief Engr.	Standard AP
YAKIMA	KIMA 1944	1460 1,000-LS 500-N	Cascade Bcstg. Co. Inc. Box 702 6104	CBS	A. W. Talbot, Pres. & Owner R. Lee Black, V.P. & Gen. Mgr. Herschel E .Cary, Coml. Mgr.	Thomas C. Bostic, Prog. Dir. & Prom. Mgr. J. Barry Watkinson, Chief Engr.	Weed Lang-Worth Associated SESAC AP
YAKIMA	KIT 1929	1280 1,000	Carl E. Haymond 414½ E. Yakima Ave. 8115	ABC	Carl E. Haymond, Pres. James A. Murphy, Gen. Mgr. Harrison A. Miller, Coml. Mgr.	James W. Nolan Jr., Prog. Dir. William B. Hansen, Prom. Mgr. Harry B. Murphy, Chief Engr.	McGillvra Scott Keating Capitol Standard, AP
YAKIMA	KYAK 1947	1400 250	Yakima Bcstg. Corp. P. O. Box 172 2-7143	MBS Don Lee	Robert S. McCaw, Pres. & Gen. Mgr. Seymour O. Spring, Coml. Mgr.	Gordon Allan, Prog. Dir., Prom. Mgr. & Chief Engr.	Grant World AP

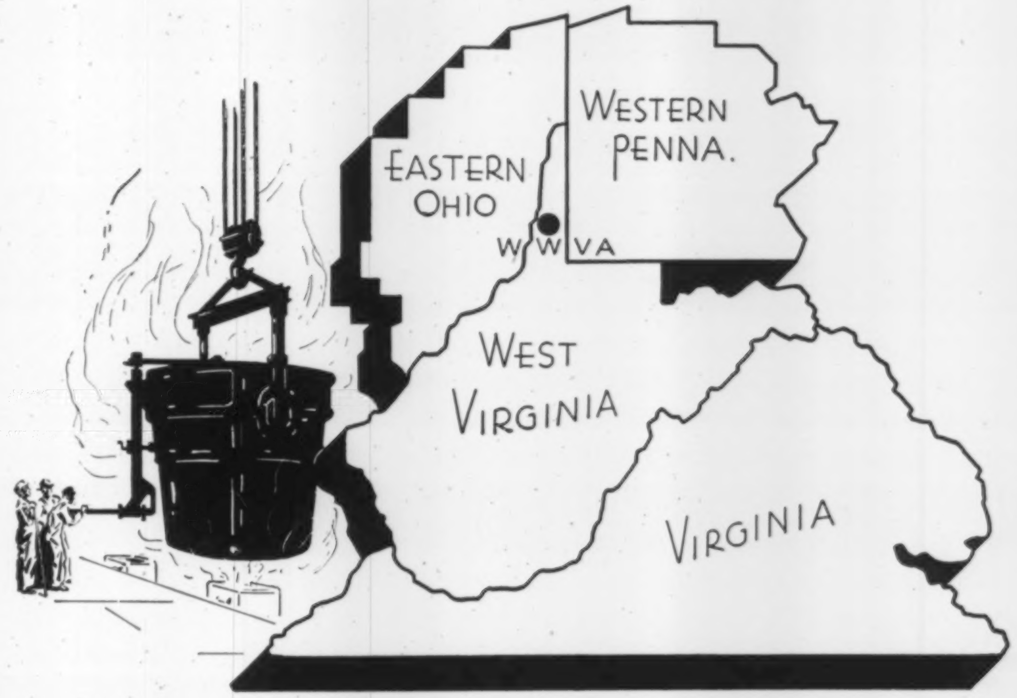
DIRECTORY OF STANDARD BROADCASTING STATIONS OF THE UNITED STATES

**—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. SH—Specified Hours. U—Unlimited. CP—Construction Permit Issued. LS—Local Sunset L—Limited Time with Dominant Station. SA—Special Authorization.*
(Data corrected to December 6, 1948)

WEST VIRGINIA

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel		Representatives Transc. Library News Service
BECKLEY	WJLS 1939	560 1,000-LS 500-N	Joe L. Smith Jr., Inc. WJLS Bldg. 7311	CBS	Joe L. Smith Jr., Pres. Virginia N. Cooper, Gen. Mgr. George G. Gray, Coml. Mgr.	Benton B. Boggs, Prog. Dir. & Prom. Mgr. Al J. Ginkel, Chief Engr.	Burn-Smith Standard Cole UP
BECKLEY	WWNR 1946	1450 250	Rahall Bcstg. Co. 1565 Harper Rd. 9300	MBS	N. Joe Rahall, Pres. Tom Douds, Gen. Mgr. Don Hays, Prog. Dir.	James Bucy, Chief Engr.	McGillvra Lang-Worth AP
BLUEFIELD	WHIS 1929	1440 5,000	Daily Telegraph Printing 623 Commerce St. 7114	NBC	P. T. Flanagan, Gen. Mgr. Wm. Hostetter, Asst. Mgr. C. H. Murphey, Sales Dir. M. F. Barnett, Prog. Dir.	Barnes Nash, Prod. Dir. John Byers, Chief Engr.	Katz Lang-Worth World AP
BLUEFIELD	WKOY 1948	1240 250	Radio Bluefield Co. West Virginian Hotel 7405	MBS	J. Lindsey Alley, Pres. & Gen. Mgr.	Max Blakemore, Chief Engr.	Capitol UP
CHARLESTON	WCAW 1947	1400 250	Capitol Bcstg. Corp. 1600 McCorkle Ave. Capitol 37-503	......	Garland F. Wilkinson, Pres. James M. Flenniken, Gen. Mgr. & Prog. Dir. Al Walker, Prom. Mgr.	Robert L. Harrison, Coml. Mgr. William D. Stone, Chief Engr.	Friendenberg Capitol, Lang-Worth AP
CHARLESTON 24 ...	WCHS 1927	580 5000	Charleston Bcstg. Co. 1016 Lee St. 28-131	CBS	John A. Kennedy, Pres. Howard L. Chernoff, Mngng. Dir. John T. Gelder, Sta. Mgr.	Berton Sonis, Prog. Dir. Jack Herman, Prom. Mgr. William E. Dixon, Chief Engr.	Branham Standard AP, UP
CHARLESTON 30 ...	WGKV 1939	1490 250	Kanawha Valley Bcstg. Co. P.O. Box 2909 Capitol 37-541	NBC	R. M. Venable, Pres. John S. Phillips, Gen. & Coml. Mgr.	C. P. Vogel, Jr., Prog. Dir. Juanita Barker, Prom. Mgr. George C. Whiteman, Chief Engr.	McGillvra Thesaurus AP
CHARLESTON 1	WKNA 1946	950 1000	Joe L. Smith Jr. 804 Kanawha Blvd. 39-971	ABC	Joe L. Smith Jr., Pres. James T. Quirk, Gen. Mgr.	Frank E. Schaffer, Asst. Sta. Mgr., Prog. Dir. & Prom. Mgr. Taylor Marcum, Chief Engr.	Weed Standard AP
CHARLESTON 1	WTIP 1946	1240 250	Chemical City Bcstg. Co. Capitol & Fife 23-136	MBS	Gus Zaharis, Pres. & Gen. Mgr. Dick Glaser, Coml. Mgr.	Bob Bower, Prog. Dir. & Prom. Mgr. Paul Sullivan, Chief Engr.	Forjoe Associated Cole AP
CLARKSBURG	WBLK 1937	1400 250	News Publishing Co. Pike St. 3040	NBC	Austin Wood, Pres. George Clinton, Gen. Mgr Fred Zimmerman, Sta. & Coml. Mgr.	Don McWhorter, Prog. Dir. Dick Duncan, Prom. Mgr. Harry Brown, Chief Engr.	Branham Lang-Worth SESAC AP
CLARKSBURG	WHAR 1946	1340 250	Mountain State Bcstg. Co. 1200 E. Pike St. 7340	ABC MBS KBS	Glacus G. Merrill, Pres. & Gen. Mgr. John Smulbach, Coml. Mgr.	Ruth Parsons, Prog. Dir. Andrew Korlan, Chief Engr.	McGillvra UP
CLARKSBURG	WPDX 1946	750 1000-D	Clarksburg Bcstg. Corp. 339 W. Main St. 6060	......	O. L. Billingsley, Pres. R. C. Warden, Gen. Mgr. J. M. Larosa, Coml. & Prom. Mgr.	D. H. Wyatt, Prog. Dir. R. D. Hough, Chief Engr.	World Capitol UP
ELKINS	WDNE 1948	1240 250	West Va. Radio Corp. Washington & Davis St. 1300	MBS KBS	H. C. Greer, Pres. George J. Kapel, Gen. Mgr. Ambrose F. White, Coml. Mgr.	Jean Kapel, Prog. Dir., Prom. Mgr. Edwin Sepe, Plant Engr.	Standard AP
FAIRMONT	WMMN 1928	920 5000	Monongahela Valley Bcstg. Inc. Adams St. 3100	CBS	George B. Storer, Pres. Allen L. Haid, V.P. & Gen. Mgr. Charles E. Smith, Coml. Mgr.	Frank Lee, Prog. Dir. William Powell, Prom. Mgr. Joe Strelauski, Chief Engr.	Katz Lang-Worth Cole Thesaurus UP
FAIRMONT 1	WVVW 1947	1490 250	Fairmont Bcstg. Co. Inc. WVVW Radio Park 5000	MBS	J. Patrick Beacom, Pres. George Blackwell, Gen. Mgr. Frank Watkins, Coml. Mgr.	Wip Robinson, III, Prog. Dir. C. J. Hinkle, Chief Engr.	World Standard AP
HUNTINGTON	WHTN 1947	800 1000-D	Greater Huntington Radio Corp. 1112½ Fourth Ave. 33-453	......	A. B. Hyman, Pres. Mike Layman, Gen. Mgr.	Arnold Silvert, Prog. Dir. Harold Sturm, Chief Engr.	Friendenberg McGregor Associated UP
HUNTINGTON	WPLH 1946	1450 250	Huntington Bcstg. Corp. 1105 Fourth Ave. 33421	MBS	Flem J. Evan, Pres. & Gen. Mgr. Bernard Simmons, Coml. Mgr. Joseph S. Herget, Prog. & Asst. Mgr.	Lillian Swann, Prom. Mgr. Wm. R. Haldane, Chief Engr.	Transit Radio Capitol AP
HUNTINGTON 1	WSAZ 1923	930 5000-LS 1000-N	WSAZ Inc. 912½ Third Ave. 4106	ABC W. Va.	John A. Kennedy, Pres. Howard L. Chernoff, Gen. Mgr. Marshal Rosene, Sta. Dir.	Ted Eiland, Prog. Dir. Bert Shimp, Prom. Mgr. Leroy Kilpatrick, Chief Engr.	Branham Lang-Worth. SESAC AP
LOGAN	WLOG 1940	1230 250	Clarence H. Frey & Robert O. Greever Kanada & Chestnut Sts. 761	KBS	Robert O. Greever } Partners Clarence H. Frey } Partners Robert A. Morrow, Gen. & Prom. Mgr.	Francis Warren, Coml. Mgr. Pat Mullvihill, Prog. Dir. Lou Frey, Chief Engr.	World UP
MARTINSBURG	WEPM 1946	1340 250	Martinsburg Bcstg. Co. Peoples Trust Bldg. 1146	......	C. M. Zinn } Partners C. Leslie Golliday } Partners C. Leslie Golliday, Gen. Mgr. Edward W. Dockeney, Coml. Mgr.	Charles Rand, Prog. Dir. & Prom. Mgr. Sterling H. Heil, Chief Engr.	Burn-Smith World, Cole AP

MORE THAN HALF THE NATION'S STEEL IS PRODUCED IN THIS WWVA AREA



A FOUR-STATE AREA RICH IN OPPORTUNITY

Hard steel and soft coal combine to make this WWVA-land a solid market for alert advertisers. It's a land *rich in people*—more than eight million of them; it's *rich in retail sales*—nearly $4½ Billion Dollars Annually; it's *rich in potential*—every day more industries are surveying the area to locate nearer their supply sources.

This four-state area that makes WWVA-land includes Eastern Ohio, Western Pennsylvania, West Virginia and Virginia. From it come more than half the nation's steel, more than half the nation's bituminous coal. You can reach it with *one* station, *one* cost, *one* billing—with WWVA. An Edward Petry Man can tell you more about this land of opportunity.

A FORT INDUSTRY STATION

WWVA

50,000 WATTS •• CBS •• WHEELING, W. VA.

NATIONALLY REPRESENTED BY EDWARD PETRY & CO.

National Sales Headquarters: 527 Lexington Ave., New York City

WEST VIRGINIA—(Continued)

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel		Representatives Transc. Library News Service
MONTGOMERY	WMON 1946	1340 250	Fayette Associates Inc. 1028 First Ave. 620	MBS	Arnold M. Vickers, Pres. Andrew W. Vickers, Coml. & Prom. Mgr. James G. Holmes, Prog. Dir.	J. Campbell Craver, Chief Engr.	World AP
MORGANTOWN	WAJR 1941	1230 250	West Virginia Radio Corp. 446 Spruce St. 9488	MBS KBS	Mrs. A. J. R. Greer, Owner Ferd Browning, Gen. Mgr. John W. Johns, Sales Mgr.	Clarence Rulong, Plant Supvsr.	World AP
OAK HILL	WOAY 1946	860 1,000-D	Robert R. Thomas, Jr. Oak Hill 651	......	Robert R. Thomas Jr., Pres. Gen. Mgr. & Chief Engr.	Harold B. Shaw, Coml. & Prom. Mgr. Hugh McPherson, Prog. Mgr.	Friendenberg Capitol AP
PARKERSBURG	WCOM 1947	1230 250	Parkersburg Bcstg. Co. 317 9th St. 74491	ABC	Joseph M. Handlan, Pres. Richard S. Cotterman, Gen. & Coml. Mgr.	G. R. Abels, Prog. Dir. Buford Barrickman, Chief Engr.	World UP
PARKERSBURG	WPAR 1935	1450 250	Ohio Valley Bcstg. Corp. 211 5th St. 75475	CBS	Austin V. Wood, Pres. George H. Clinton, Exec.-V.P., Gen. & Coml. Mgr.	Shermin Grimm, Prog. Dir. Barbara O'Brien, Prom. Mgr. V. G. Brook, Chief Engr.	Branham Standard SESAC AP
PINEVILLE	WWYO (Construction permit)	970 1,000-D	Wyoming Bcstg. Co. Pineville	......	Robert V. McKeehan, Gen. & Prom. Mgr. & Prog. Dir.	James J. Goode, Coml. Mgr. William D. Stone, Chief Engr.	Cole UP
PRINCETON	WLOH 1947	1490 250	Mountain Bcstg. Service P. O. Box 549 567	KBS	Frank McKenzie, Pres. James H. Mays Jr., Actg. Mgr., Prog. & Prom. Mgr. H. P. Hunnicutt, V. P.	James M. Angel, Coml. Mgr. Earl H. Graham, Chief Engr.	Friedenberg Thesaurus Standard UP
RONCEVERTE	WRON 1947	1400 250	William E. Blake Shanklin Bldg. 300	MBS	Wm. E. Blake, Pres. Rodney B. Walker, Gen. Mgr. Carl E. Lipps, Coml. Mgr.	Bertrand F. Mulligan, Prog. Dir. Vance R. Hatcher, Prom. Mgr. Herbert S. Jackson, Chief Engr.	McGillvra Thesaurus AP
WELCH	WBRW 1940	1340 250	McDowell Service Co. 10 Riverside Dr. 818	MBS KBS	J. G. Hunt, Pres. Ellis Landreth, Coml. & Gen. Mgr.	John Villani, Prog. Dir. Howard R. King, Chief Engr. Carl Loose, Coml. & Prom. Mgr.	Forjoe Standard AP
WESTON	WHAW 1948	1450 250	Lewis Service Corp. 170 Main St. 1555	MBS	Harold McWhorter, Pres. & Gen. Mgr. Leslie Vassar, Sta. Dir. & Prog. Dir.	Carl Loose, Coml. & Prom. Mgr. James Huff, Chief Engr.	Cooke World Associated AP
WHEELING	WKWK 1941	1400 250	Community Bcstg. Inc. 16th & Market Sts. 5320	ABC	Joe L. Smith Jr., Pres. John B. Reynolds, Gen. Mgr. Richard S. Rucki, Coml. Mgr.	J. Alan Jasper, Prog. Dir. Fred A. Baker, Chief Engr.	Weed Standard UP
WHEELING	WWVA 1926	1170 50,000	West Va. Bcstg. Corp. Hawley Bldg. 5383	CBS	George B. Storer, Pres. William E. Rine, Mngng. Dir. Paul J. Miller, Asst. Mgng. Dir.	Paul A. Meyers, Prog. Dir. Howard W. Meagle, Prom. Mgr. Edwin L. Keim, Chief Engr.	Petry Lang-Worth Cole AP
WILLIAMSON	WBTH 1939	1400 250	Williamson Bcstg. Corp. Williamson 1241	MBS	Mrs. Lewis C. Tierney, Pres. Alice Shein, Gen. & Coml. Mgr.	John T. Blair Jr., Prog. Dir. Robert W. Bullio, Chief Engr.	World UP

WISCONSIN

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel		Representatives Transc. Library News Service
ANTIGO	WATK 1947	900 250-D	Antigo Bcstg. Co. Antigo 90	......	Artemas F. Berner, Pres. G. McElrone, Mgr. Ted Homerding, Coml. Mgr.	R. Stake, Prog. Dir. Harry Wardwell, Chief Engr.	Standard
APPLETON	WHBY 1925	1230 250	WHBY Inc. 600 S. Lawe St. 3-6639	MBS Wisconsin	Rev. Matthew J. Deemster, Gen. Mgr. Earl H. Huth, Gen. Mgr. Waldemar C. Porsow, Coml. Mgr.	Robert Petrie, Prog. Dir. F. Douglas Chingo, Prom. Mgr. George Merkl, Chief Engr.	McKinney Lang-Worth AP
ASHLAND	WATW 1940	1400 250	Upper Michigan-Wisconsin Bcstg. Co. Northern State Bank Bldg. 1680	MBS KBS	William L. Johnson, Pres. J. W. Huss, V. P. & Gen. Mgr. T. G. Hogan, Sta. & Coml. Mgr.	Mary Jean Anno, Prog. Dir. Arnold Peterson, Prom. Mgr. Otto Link, Chief Engr.	Walker Standard UP
BELOIT	WBEL 1948	1380 1,000-D	Beloit Bcstrs, Inc. 335 E. Grand Ave. College 1380	......	William Taylor, Pres. Edgar E. Hinkle, Gen. Mgr. Robert Underhill, Comr. Mgr. Lloyd Burlingham, V. P.	Wally Morton, Prog. Dir. & Prom. Mgr. Leo Wilson, Chief Engr.	AP
BELOIT	WGEZ 1948	1490 100	Sidney H. Bliss 200 E. Milwaukee St. Janesville, Wisc.	Wisconsin			
EAU CLAIRE .... **(Dallas)**	WBIZ 1947	1400 250	WBIZ Inc. 609 Cameron Eau Claire, Wisc. 5111	MBS	James J. Conroy, Pres. & Gen. Mgr. Roy L. Watton, Coml. Mgr. R. Bruce McLean, Prog. Dir.	Claude V. Thomas, Chief Engr.	World UP

DIRECTORY OF STANDARD BROADCASTING STATIONS OF THE UNITED STATES

**—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. SH—Specified Hours. U—Unlimited. CP—Construction Permit Issued. LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.*
(Data corrected to December 6, 1948)

WISCONSIN–(Continued)

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel		Representatives Transc. Library News Service
EAU CLAIRE	WEAU 1937	790 5000	Central Bcstg. Co. 203 S. Barstow St. 6149	NBC Northwest Arrowhead	Morgan Murphy, Pres. W. C. Bridges, Gen. Mgr. Harry S. Hyett, Sta. Mgr.	Robert Nelson, Prog. Dir. T. O. Jorgenson, Chief Engr.	Hollingbery Associated Lang-Worth UP
EAU CLAIRE	WRFW 1948	1050 1,000-D	Chippewa Valley Radio and Television Corp. Rudolph Rd. 21629	......	Thomas K. Werner, Pres. Jack Kelly, Sta. Mgr. Richard K. Werner, Coml. Mgr.	Jack O'Farrell, Prog. Dir. Rolph Tobin, Chief Engr.	Forjoe Standard AP
FOND DU LAC	KFIZ 1922	1450 250	KFIZ Bcstg. Co. 18 W. First St. 356	MBS Wisconsin	A. H. Lange, Pres. Emery W. Martin, Exec. V. P. & Coml. Mgr. Lynn N. Fairbanks, Gen. Mgr.	Lucille Fairbanks, Prog. Dir. Clarence Goeser, Prom. Mgr. Wendell Meyers, Chief Engr.	UP
GREEN BAY	WDUZ 1947	1400 250	Green Bay Bcstg. Co. Nicolet Bldg. Howard 6300	ABC	Ben A. Laird, Pres. & Gen. Mgr. Robert C. Nelson, Gen. Mgr. Forster M. Cooper, Coml. Mgr.	Don Arthur, Prog. Dir. & Prom. Mgr. Paul C. Tyrell, Chief Engr.	Taylor-Borroff Lang-Worth UP
GREEN BAY	WJPG 1947	810 1,000-D	Green Bay Newspaper Co. P. O. Box 175 Howard 6400	Wisconsin	Andrew B. Turnbull, Pres. John M. Walter, Sta. Mgr. Glen R. Holznecht, Coml. Mgr.	Russ Widoe, Prog. Dir. Elmo Reed, Chief Engr.	McGeehan & O'Mara Standard Capitol AP
GREEN BAY	WTAQ 1922	1360 5,000	WHBY Inc. Bellin Bldg. Adams 1	CBS	Rev. M. J. Beemster, Mgng. Dir. Haydn R. Evans, Gen. Mgr. Lee Stinson, Coml. Mgr.	Clair Stone, Prog. Dir. Robert Sanders, Prom. Mgr. Wallace Stone, Chief Engr.	Weed AP
JANESVILLE	WCLO 1930	1230 250	South Wisconsin Radio Inc. 200 E. Milwaukee St. 2500	MBS KBS Wisconsin	Sidney H. Bliss, Pres. Verne W. Williams, Gen. Mgr. Bill Bessire, Coml. Mgr.	Joseph G. Urban, Asst. Mgr. & Prom. Dir. Wayne Clay, Chief Engr.	Rambeau World SESAC Lang-Worth AP
KENOSHA	WLIP 1947	1050 250-D	Wm. L. Lipman 625-57th St. 6162	......	William L. Lipman, Owner & Gen. Mgr. Hugh L. Gately, Sta. Mgr.	Richard V. Driscoll, Prog. Dir. Orlo Rotunda, Chief Engr.	McKinney Lang-Worth UP
LA CROSSE	WKBH 1923	1410 5000	WKBH Inc. Radio Bldg. 450	NBC	Howard Dahl, Gen. Mgr. Bernice Callaway, Prog. Dir.	Al Leeman, Chief Engr.	Taylor-Boroff World AP
LA CROSSE	WKTY 1948	580 1,000	La Crosse Bcstg. Co. 110 N. 4th St. 790	MBS	Cecil N. Allen, Pres. Marvin L. Rosene, Gen. Mgr. & Coml. Mgr. Ralph D. Willey, Prog. Dir.	Dorothy M. Morris, Prom. Mgr. J. Harold White, Chief Engr.	Blair MacGregor Cole UP
LA CROSSE	WLCX 1947	1490 250	Bermac Radio Inc. State Bank Bldg. 4379	ABC	James J. Conroy, Pres. Milo G. Knutson, Gen. Mgr. Robert A. Gaumer, Coml. Mgr.	Joe N. Snyder, Prog. Dir. & Prom. Mgr. A. I. Rauscher, Chief Engr.	Standard UP
LADYSMITH	WLDY 1948	1340 250	O. J. Falge Highway 8 584	......	O. J. Falge, Pres. B. J. Mestelle, Gen. & Coml. Mgr. Cecil C. Beck, Prog. Dir. & Prom. Mgr.	Darrel Holbrook, Chief Engr.	World, Cole UP
MADISON 6	*WHA 1919	970 5000-D	University of Wisconsin Radio Hall 5-2988	......	H. B. McCarty, Gen. Mgr. W. G. Harley, Prog. Dir. H. A. Engel, Prom. Mgr.	John H. Stiehl, Chief Engr.	Associated Thesaurus UP
MADISON 3	WIBA 1925	1310 5000	Badger Bcstg. Co. 3800 Regent St. Fairchild 8800	NBC	William T. Evjue, Pres. Kenneth F. Schmitt, Gen. Mgr. Howard A. Johnson, Coml. Mgr.	Robert N. Dick, Prog. Dir. C. W. Wallis, Prom. Mgr. Norman Hahn, Chief Engr.	Avery-Knodel Standard AP, UP
MADISON 3	WISC 1948	1480 1,000	Radio Wisconsin Inc. Coml. Bank Bldg. Gifford 7502	ABC Arrowhead	Morgan Murphy, Pres. Ralph O'Connor, Gen. Mgr. Robert Kosak, Coml. Mgr.	Robert Swanson, Prog. Dir. Hank Henriksen, Prom. Mgr. M. W. Greely, Chief Engr.	Hollingbery Associated UP
MADISON 3	WKOW 1947	1070 10,000-LS 5,000-N	Monona Bcstg. Co. 215 W. Washington Ave. Gifford 7100	MBS	Stewart Watson, Pres. Harry H. Packard, Gen. Mgr. William T. Wagner, Prog. Dir.	Vincent Vanderheiden, Chief Engr.	Headley-Reed World UP
MANITOWOC	WOMT 1926	1240 250	Francis M. Kadow Radio Bldg. 6015	MBS KBS Wisconsin	Francis M. Kadow, Pres. & Gen. Mgr. John Kadow Jr., Coml. Mgr. E. H. Erdman, Prog. Dir.	L. I. Kadow, Prom. Mgr. W. F. Duben, Chief Engr.	McGeehan & O'Mara UP
MARINETTE	WMAM 1939	570 250-LS 100-N	M & M Bcstg. Co. Inc. Radio Park 570	NBC Wolverine	William E. Walker, Pres. Joseph D. Mackin, Gen. Mgr. Howard L. Emich, Coml. Mgr.	Patrick Kehoe, Prog. Dir. Richard Dickoff, Prom. Mgr. **A. L. Stewart, Chief Engr.**	Meeker UP
MARSHFIELD	WDLB 1947	1450 250	Dairylands Bcstg. Service Inc. 1710 N. Central Ave. 1212	KBS	Lloyd L. Felker, Pres. Robert W. Behling, Gen. Mgr. Du Wayne Allen, Coml. Mgr.	Jim Tighe, Prog. Dir. Robert Hollenbeck, Prom. Mgr. Gerald Boos, Chief Engr.	World, SESAC UP
MEDFORD	WIGM 1941	1490 250	Geo. F. Myers **Medford** 5147	MBS KBS	George F. Meyer, Owner, Gen., Coml. & Prom. Mgr.	**Irma Meyer**, Prog. Dir. Raymond Bohnert, Chief Engr.	Continental SESAC UP
MERRILL	WLIN 1948	730 1000-D	Alvin E. O'Konski Merrill **44**	......	Alvin E. O'Konski, Pres. Tony Marta, Gen. Mgr. Lew Process, Coml. Mgr.	**Joe McCann, Prog. Dir. & Prom. Mgr.** **Robert Fowler, Chief Engr.**	Capitol Lang-Worth

WISCONSIN–(Continued)

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel		Representatives Transc. Library News Service
MILWAUKEE 3	WEMP 1935	1340 250	Milwaukee Bcstg. Co. 710 N. Plankinton Ave. Marquette 8-7722	......	Robert M. LaFollette Jr., Pres. Hugh K. Boice Jr., Gen. Mgr. John C. Gagliano, Coml. Mgr.	Bert Mulroy, Prog. Dir. Rolland Paske, Chief Engr.	Avery-Knodel World UP
MILWAUKEE 7	WEXT 1947	1430 1,000-D	WEXT Inc. 2501 S. 43rd St. Evergreen 3-1430	......	Gerald A. Bartell, Pres. & Prom. Mgr. John A. Reddy, Gen. Mgr. & Prog. Dir. James A. Haig, Coml. Mgr.	Robert W. Chamberlain, Sales Mgr. Ralph E. Evans, Chief Engr.	Holman Capitol, SESAC UP
MILWAUKEE 2	WFOX 1946	860 250-D	Wisconsin Bcstg. System Inc. 739 N. Broadway Broadway 2-1272	......	Charles J. Lanphier, Pres., Gen. & Coml. Mgr. Carl Zimmerman, Prog. Dir. & Prom. Mgr.	George Dodge, Chief Engr.	Ra-Tel Standard AP
MILWAUKEE 1	WISN 1922	1150 5,000	Hearst Radio Inc. 123 W. Michigan Denison 2300	CBS	G. W. Grignon, Gen. & Coml. Mgr. Jack Raymond, Prog. Dir.	Elis Saxton, Prom. Mgr. D. A. Weller, Chief Engr.	Katz World UP, INS
MILWAUKEE 3	WMAW 1948	1250 5,000	Midwest Bcstg. Co. 723 N. 3rd St. Daly 8-2154	ABC	Clifford C. Randall, Pres. Jack Bundy, Gen. & Coml. Mgr.	Woods O. Dreyfus, Prog. Dir. Lou Riepenhoff, Prom. Mgr. Raymond Host, Chief Engr.	Free & Peters Associated Lang-Worth UP
MILWAUKEE 3	WMLO 1947	1290 1,000-D	Cream City Bcstg. Co. Inc. 2625 W. Wisconsin Ave. West 3-1290	......	Jerome Sill, Exec. V.P. Lan Singer, Prog. Dir.	Paul Mueller, Chief Engr.	Forjoe Cole, Lang-Worth UP
MILWAUKEE 1	WTMJ 1927	620 5,000	The Journal Co. 333 W. State St. Marquette 8-6000	NBC	Walter J. Damm, V.P. & Gen. Mgr. L. W. Herzog, Asst. Gen. Mgr. R. G. Winnie, Sta. Mgr.	Bruce Wallace, Prom. Mgr. & Asst. Sta. Mgr. Frank Bignell, Prog. Dir. William Hebal, Chief Engr.	Petry Thesaurus AP

Solid Coverage of America's 12th Market
with
The Phenomenal Fox

YOUR MESSAGE IN MORE THAN HALF OF WISCONSIN'S RADIO HOMES. THE NEW WFOX COVERAGE MAP SHOWING MEASURED CONTOURS IS NOW AVAILABLE. A PLEASURE TO SHOW OUR CLIENTS. *SEND FOR IT TODAY!*

Yes, Sir! *The Phenomenal Fox* rates attention!

WFOX

Center of Milwaukee's Radio Dial — 860 Kilocycles

Chas. J. Lanphier President & Gen'l. Manager
RA-TEL, INC. National Representative

WISCONSIN'S 4th MARKET

OUTSIDE OF METROPOLITAN MILWAUKEE

MANAGED BY 18 YRS.
OF RADIO KNOW-HOW

★ MUTUAL NETWORK STATION

WCLO

ONLY FULL TIME AM STATION—
JANESVILLE, WISCONSIN

Annual Conlan Coincidental Surveys Say We're First!

103 local sponsors support this with 52 week contracts. They're the top accounts in the city.

86% 52 week contract renewals hangs up record in 18 year history.

38 national network and spot clients bring additional prestige and authenticity to the NUMBER ONE station in the Janesville market.

"NOBODY KNOWS BETTER THAN THE LOCAL MERCHANT WHERE TO PUT HIS ADVERTISING DOLLAR."

MANAGED BY 18 YRS.
OF RADIO KNOW-HOW

★ MUTUAL NETWORK STATION

WGEZ

ONLY FULL TIME AM STATION—
BELOIT, WISCONSIN

On the air September 26, 1948. In the BLACK November 15, 1948.

First full-time network AM station in this city's history.

Welcomed with open arms by its citizenry.

64 of Beloit's leading business institutions now on long term contracts.

28 national network and spot clients now reaching this thriving industrial center through its number one radio station WGEZ.

"NOBODY KNOWS BETTER THAN THE LOCAL MERCHANT WHERE TO PUT HIS ADVERTISING DOLLAR."

IN WISCONSIN'S ONLY TWIN CITY COUNTY

SOLD AS A PACKAGE
PLUS
15,000 WATT WCLO-FM CHANNEL 99.9

SOUTHERN WIS. RADIO INC.

Janesville market is the home of Parker Pen, Chevrolet, Fisher Body, Lewis Knitting Co., Rock River Woolen Mills, Hough Shade, Borg Corporation, Highway Trailer, Jamesway Mfg. Co.

BELOIT BROADCASTING CO.

Beloit market is the home of Fairbanks Morse & Co., Freeman Shoe, Yates American, Beloit Iron Works, Besley Co., Warner Electric Brake, Tekni-Craft, Beloit Box Board, Gardner Machine Co. and Beloit College.

VERN WILLIAMS, MANAGER
STAN GARDNER, MANAGER
SIDNEY H. BLISS, PRESIDENT AND GENERAL MGR.

Represented By RAMBEAU New York Chicago Los Angeles San Francisco

WISCONSIN—(Continued)

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel		Representatives Transc. Library News Service
NEENAH	WNAM 1947	1280 1,000-D	Neenah-Menasha Bcstg Co. 101 E. Wisconsin Ave. 2-2871	......	Don C. Wirth, V. P. & Gen. Mgr. Fred Eastman, Prog. Supvsr.	Rose Mary Dallman, Prom. Mgr. E. W. Fliegel, Chief Engr.	Rambeau World UP
OSHKOSH	WOSH 1941	1490 250	Oshkosh Bcstg. Co. 151 Main St. Stanley 4580	ABC	Myles H. Johns, Exec. Dir. George Greely, Gen. Mgr. Al Embury, Coml. Mgr.	Sherwood Lorenz, Prog. Dir. Warren Haines, Prom. Mgr. Nathan Williams, Chief Engr.	Cooke World UP
POYNETTE	WIBU 1925	1240 250	Wm. C. Forrest Poynette 98	KBS Wisconsin	William C. Forrest, Pres. Gen. & Coml. Mgr. Sarah Forrest, Prog. Dir.	Doris MacPherson, Prom. Mgr. L. Stanley Sadler, Chief Engr.	Burn-Smith Standard SESAC
RACINE	WRJN 1926	1400 250	Racine Bcstg. Corp. 441 Main St. Jackson 290	ABC KBS Wisconsin	Frank R. Starbuck, Pres. Harry R. LePoidevin, Secy-Treas. & Gen. Mgr. Harold J. Newcomb, Sta. & Coml. Mgr.	Lyman Merens, Prog. Dir. Amelia French, Prom. Mgr. F. Lee Dechant, Chief Engr.	Walker AP
RHINELANDER	WOBT 1947	1240 250	Oneida Bcstg. Co. Rhinelander 1240	MBS KBS	John R. Tomek, Pres. Clyde D. Lake, Gen. Mgr.	Hugh Rowlands, Prog. Dir. Charles A. Bresette, Chief Engr.	Lang-Worth UP
RICE LAKE	WJMC 1939	1240 250	WJMC Inc. 1615 S. Main St. 550	MBS Northwest Arrowhead	Walter C. Bridges, Pres. Greg Rouleau, Gen. & Coml. Mgr. Harry Wills, Prog. Dir. & Prom. Mgr.	Robert Kolsky, Chief Engr.	Hollingbery Associated SESAC
SHAWANO	WTCH 1948	960 1,000-D	Shawno County Leader Pub. Co. 107 E. Green Bay St. 666	......	Jeanne Heal, Pres. D. W. Hodgins, Gen. Mgr.		World UP
SHEBOYGAN	WHBL 1924	1330 1000-LS 250-N	WHBL Inc. Press Bldg. 4844	ABC Wisconsin	A. Matt Werner, Pres. G. P. Richards, Gen. & Coml. Mgr. Glen James, Prog. Dir.	Doris Domnie, Prom. Mgr. Herbert J. Mayer, Chief Engr.	Meeker World AP
SPARTA	WJBA (Construction permit)	990 250-D	Wm. M. Gleiss 511 S. Court St.	......	Wm. M. Gleiss, Owner		
STEVENS POINT	*WLBL 1922	930 5,000-D	State of Wisconsin, Dept. of Agriculture 301 N. Reserve St. 525	......	F. R. Calvert, Gen. Mgr.	Walter Ninnemen, Chief Engr.	UP
STEVENS POINT	WTWT 1947	1010 250-D	Evans Radio Co. 414 Main St. 2744	......	Claire Miller, Pres. Sigmund J. Kelbanowski, Gen. Mgr. Andrew Komasa, Coml. Mgr.	Verne Lotz, Prog. Dir. Katherine Carew, Prom. Mgr. Justin Sloniker, Chief Engr.	Holman UP
SUPERIOR	WDSM 1939	1230 250	Ridson Inc. 921 Tower Ave. 4451	ABC	Robert B. Ridder, Pres. Carl Bloomquist; Gen. Mgr. William (Kirby) Lukoskie, Coml. Mgr.	Lewis D. Martin, Prog. Dir. Harry Gradin, Prom. Mgr. J. Melvin Laskey, Chief Engr.	Free & Peters AP
SUPERIOR	WSBR 1946	1490 250	WSBR Inc. Superior 4405	KBS	James J. Conroy, Pres. & Gen. Mgr. Clifford J. Lue, Coml. Mgr. James Orngard, Prog. Dir.	Patrick McKenna, Prom. Mgr. Olaf N. Gabrielson, Chief Engr.	Standard AP
WAUKESHA	WAUX 1947	1510 250-D	Waukesha Bcstg. Co. 319 W. Main St. 6619	......	Carl Taylor, Pres. Mig Figi, Gen. & Coml. Mgr.	Ralph Andrews, Prog. Dir. Charles Williams, Prom. Mgr.	McGeehan & O'Mara Lang-Worth AP
WAUSAU	WSAU 1937	1400 250	The Journal Co. 125 3rd St. 6521	NBC	Ben F. Hovel, Mgr. J. W. Killeen, Coml. Mgr. R. J. Topinka, Prog. Dir.	LaVerne Peterson, Prom. Mgr. R. W. Richardt, Chief Engr.	Petry Thesaurus AP
WISCONSIN RAPIDS	WFHR 1940	1340 250	William F. Huffman Radio Inc. 141 W. Grand Ave. 1340	MBS Wisconsin	William F. Huffman, Pres. George T. Frechette, Gen. Prom. Mgr. & Prog. Dir.	Bruce Beichl, Coml. Mgr. Bert E. Zeilesch, Chief Engr.	Capitol AP

DIRECTORY OF STANDARD BROADCASTING STATIONS OF THE UNITED STATES

**—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. SH—Specified Hours. U—Unlimited. CP—Construction Permit Issued. LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.*

(Data corrected to December 6, 1948)

WYOMING

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel		Representatives Transc. Library News Service
CASPER	KSPR 1930	1470 1,000	Donald L. Hathaway Box 930 407	MBS KBS Inter-mountain	D. L. Hathaway, Pres. & Gen. Mgr. Frederic Hufsmith, Coml. Mgr. Marcus R. Nichols, Prog. Dir.	John Moorehead, Prom. Mgr. Duane Simmons, Chief Engr.	Sears & Ayer Thesaurus Lang-Worth UP
CASPER	KVOC 1946	1230 250	KVOC Broadcasting Co. 1540 S. Wolcott St. 130	ABC	Jack W. Perry, Pres. John R. Bailey, Jr., Gen. Mgr. Donald R. Christopher, Coml. Mgr.	Edward L. Rock, Prog. Dir. Clifford Ewing, Prom. Mgr. Gordon L. Schmehl, Chief Engr.	AP
CHEYENNE	KFBC 1940	1240 250	Frontier Broadcasting Co. Plains Hotel 4461	ABC	Tracy S. McCraken, Pres. Wm. C. Grove, Gen. Mgr. Frank Flynn, Coml. Mgr.	Dale Sunderland, Prog. Dir. Max Young, Prom. Mgr. Harold Roberts, Chief Engr.	UP
CODY	KODI 1947	1400 250	Absaroka Bcstg. Co. Cody 444	MBS	William J. Garlow, Pres. & Gen. Mgr. Dolores V. Oppegaard, Sta. Mgr. Phillip H. Barnhart, Prog. Dir. & Chief Engr.	Robert N. Oppegaard, Sales & Prom. Mgr.	Cole, World AP
LANDER	KOVE 1948	1230 250	Edward J. Breece 262 W. Eugene St.				
LARAMIE	KOWB 1947	1340 250	The Snowy Range Broadcasting Co. P.O. Box 972 4888	MBS Inter-mountain	Fred O. Rice, Pres. Clem L. Rawlins, Gen. & Coml. Mgr. C. Wiles Hallock, Jr., Prog. Dir.	Paul G. Tobin, Prom. Mgr. Ray W. Hawks, Chief Engr.	Grant Standard AP
POWELL	KPOW 1941	1260 1,000	Albert J. Meyer P.O. Box 89 222	MBS KBS Inter-mountain	A. J. Meyer, Pres. Gen. & Coml. Mgr.	Mary Meyer, Prog. Dir. Ted Frayling, Chief Engr.	Avery-Knodel Cole, SESAC UP
RAWLINS	KRAL 1947	1240 250	Rawlins Broadcasting Co. P.O. Box 511 1015	ABC KBS	Tracy S. McCraken, Pres. D. A. Fisher, Gen. & Coml. Mgr. Wyman Schnepp, Prom. Mgr.	Donna Waeckerlin, Prog Dir. W. Clark Grove, Chief Engr.	AP
RIVERTON	KWRL 1948	1450 250	Joseph P. Ernst Riverton 789	......	Joseph P. Ernst, Owner & Gen. Mgr.		
ROCK SPRINGS	KVRS 1938	1360 1,000-LS 500-N	Wyoming Broadcasting Co. 1307 Wyo. St. 93	MBS KBS Inter-mountain	Mrs. H. L. McCracken, Pres. H. L. McCracken, Gen. & Coml. Mgr.	Imogene Parr, Prom. Mgr. Archie W. Buchanan, Chief Engr.	Standard AP
SHERIDAN...........	KWYO 1934	1410 1,000-LS 500-N	Big Horn Broadcasting Co. 21 N. Main Ct. 601	MBS KBS Inter-mountain	R. E. Carroll, Pres. Jim Carroll, Gen. & Coml. Mgr.	Norm Wegmet, Prog. Dir. Robert Crosthwaite, Chief Engr.	Avery-Knodel Lang-Worth INS
WORLAND	KWOR 1946	1490 250	Joseph P. Ernst Box 92 308	KBS	Joseph P. Ernst, Owner & Gen. Mgr.	Mildred V. Ernst, Coml. Mgr. Joseph P. Ernst, Chief Engr.	AP

CHEYENNE is the largest city in wealthy Wyoming, a focal point in the state's many business activities . . . Cheyenne's ABC affiliate, KFBC, has been serving southeastern Wyoming and northeastern Colorado's sales-responsive radio families for nearly a decade . . . with programs attuned to sectional listening habits. No spot campaign in the Rocky Mountain States is complete without KFBC.

AMERICAN BROADCASTING COMPANY

KFBC

Cheyenne, Wyoming

WILLIAM C. GROVE,
Station Manager

Owned and Operated by the Frontier Broadcasting Company

Directory of BROADCASTING STATIONS OF U. S. POSSESSIONS AND TERRITORIES

**—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. SH—Specified Hours. U—Unlimited. CP—Construction Permit Issued*
LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.
(Data corrected to December 6, 1948)

ALASKA

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel		Representatives Transc. Library News Service
ANCHORAGE	KBYR 1948	1240 250	Aluetian Broadcaster Box 1296 Black 395	......	Keith Capper, Pres. Vern Mack, Gen. Mgr. Russel J. McCollum, Coml. Mgr.	Helen Smythe, Prog. Mgr. Marlin E. Smythe, Prom. Mgr. Clifford Haley, Chief Engr.	Capitol MacGregor UP
ANCHORAGE	KENI 1947	550 5,000	Midnight Sun Bcstg. Co. Box 879 Main 150	MBS	Austin E. Lathrop, Pres. Alvin O. Bramstedt, Gen. Mgr. Robert J. Wells, Coml. Mgr.	Frank Brink, Prog. Dir. John A. Borges Jr., Prom. Mgr. Jack M. Walden, Chief Engr.	Standard Thesaurus
ANCHORAGE	KFQD 1924	790 5,000	Wm. J. Wagner 830 Securities Bldg. Seattle, Wash. Seneca 6333	CBS KBS Alaska	Wm. J. Wagner, Owner Ken Laughlin, Mgr. Joe Klaas, Coml. Mgr.	Ed. P. Taylor, Prog. Dir. R. L. Strock, Prom. Mgr. Charles Mohler, Chief Engr.	Pan American Scott Lang-Worth AP
FAIRBANKS	KFAR 1939	610; SA-660 5,000; SA-10,000	Midnight Sun Bcstg. Co. Lathrop Bldg. East 380	MBS	Austin E. Lathrop, Pres. Alvin O. Bramstedt, Gen. Mgr. Arvid Erickson, Prog. Dir.	August G. Hiebert, Chief Engr.	Thesaurus
FAIRBANKS	KFRB 1948	1290 1,000	Wm. J. Wagner 830 Securities Bldg. Seattle, Wash. Seneca 6333	CBS Alaska	Wm. J. Wagner, Owner Claude Ratliff, Mgr. Walter A. Welch, Coml. Mgr.	Harry Balvin, Prog. Dir. Herb Hilscher, Prom. Mgr. Paul C. Johnston, Chief Engr.	Pan American Lang-Worth AP
JUNEAU	KINY 1935	1460 5,000	Wm. J. Wagner 830 Securities Bldg. Seattle, Wash. Seneca 6333	CBS Alaska KBS	Wm. J. Wagner, Owner John Ashbaugh, Station Mgr. James Gibson, Prog. Dir.	Lester A. Scott, Prom. Mgr. Charles Gray, Chief Engr.	Pan American Lang-Worth AP
KETCHIKAN	KTKN 1942	930 1,000	Wm. J. Wagner 830 Securities Bldg. Seattle, Wash. Seneca 6333	CBS KBS Alaska	Wm. J .Wagner, Owner & Gen. Mgr. Jim Fletcher, Station Mgr.	Jim Kemp, Coml. Mgr. Wallace Ritchie, Chief Engr.	Pan American Scott Lang-Worth AP
SEWARD	KIBH 1948	1340 250 SH	Wm. J. Wagner 830 Securities Bldg. Seattle, Wash. Seneca 6333	......	Wm. J. Wagner, Owner Bruce Cruikshank, Station Mgr.	Charles Young, Chief Engr.	

HAWAII

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel		Representatives Transc. Library News Service
HILO	KHBC 1936	970 1,000	Hawaiian Bcstg. System Ltd. Upper Piihonua 4616	CBS Hawaiian	J. Howard Worrall, Pres. C. T. Thrumston, Gen. Mgr. Rex Willis II, Gen. Mgr. & Prog. Dir.	C. Lynn Rhoads, Chief Engr.	Free & Peters World Standard
HILO	KIPA 1947	1110 1,000	Big Island Bcstg. Co. Ltd. Box 1602 2177	MBS Aloha	James E. Jaeger, Pres., Gen. & Coml. Mgr. Ellen Okahara, Prog. Dir.	Hardy Hutchinson, Prom. Mgr. Mary Fonner, Office Mgr. Harold Marques, Chief Engr.	Blair Lang-Worth AP
HONOLULU 9	KGMB 1929	590 5,000	Hawaiian Bcstg. System Ltd. 1534 Kapiolani Blvd. 90914	CBS Hawaiian	J. Howard Worrall, Pres. & Gen. Mgr. E. Fitz Donnell, Jr., Coml. & Station Mgr.	Louis T. Dwyer, Prog. Dir. Faye Johnson, Prom. Mgr. Ernest Lindemann, Chief Engr.	Free & Peters Standard World UP
HONOLULU	KGU 1922	760 2,500 L-WJR	Marion A. Mulrony & Advertiser Publishing Co. Ltd. 52977	NBC	Lorrin P. Thurston, Pres. Marion A. Mulrony, Gen. Mgr. & Chief Engr.	William O. Paine, Coml. Mgr. Daniel Savage, Prog. Dir. William E. Knowles, Jr., Prom. Mgr.	Katz Thesaurus UP
HONOLULU 42	KHON 1946	1380 5,000	Aloha Bcstg. Co. Ltd. P. O. Box 1380 95295	MBS Aloha	R. M. Fitkin, Pres. A. H. Green, V.P. & Station Mgr. L. Roy Turner, V.P. & Sales Mgr.	Ken McCoy, Prog. Dir. Ira G. Mercer, Secy. & Treas.	Blair Capitol Lang-Worth Standard UP
HONOLULU	KPOA 1946	630 5,000	Island Bcstg. Co. Box 3499 9-5281	......	John Keating, J. Elroy McCaw, Principals John Keating, Gen. Mgr. Marion Sexton, Coml. Mgr.	Don Klein, Prog. Dir. Jack Lawrence, Prom. Mgr. Robert Bird, Chief Engr.	Lang-Worth INS
HONOLULU	KULA 1947	690 10,000	Pacific Frontier Bcstg. Co. Ltd. 1585 Kapiolani Blvd. 90926	ABC	Harold T. Kay, Pres. Jack A. Burnett, Gen. & Coml. Mgr.	James Walker, Prog. Dir. Ed. McCleery, Chief Engr.	Avery-Knodel Capitol UP
LIHUE, KAUAI	KTOH 1940	1490 250	Garden Island Pub. Ltd. Box 1748 Kauai 261	MBS Don Lee Aloha	Chas. J. Fern, Gen. Mgr. Clarence M. Ashman, Sta. Mgr. Dwight Mossman, Coml. Mgr.	Raymond K. Sasaki, Prog. Dir. Kataslis Nose, Chief Engr.	Blair Capitol Standard UP
WAILUKU, MAUI ...	KMVI 1947	550 1,000	Maui Publishing Co. Ltd. Box 374 996	MBS Aloha	J. Walter Cameron, Pres. Ezra J. Crane, Gen. Mgr. Charles C. Young, Coml. Mgr.	Richard E. Mawson, Station Mgr. & Prog. Dir. Herbert Foster, Chief Engr.	Blair Cole Lang-Worth MacGregor Standard UP

DIRECTORY OF BROADCASTING STATIONS OF U. S. POSSESSIONS AND TERRITORIES

•—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. SH—Specified Hours. U—Unlimited. CP—Construction Permit Issued.
LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.
(Data corrected to December 6, 1948)

PUERTO RICO

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel		Representatives Transc. Library News Service
AQUADILLA	WABA (Construction permit)	1240 250	Hector Reichard	......	Hector Reichard, Owner		
ARECIBO	WCMN 1947	1280 1,000	Caribbean Bcstg. Corp. Box 755 589	......	Aristides Santoni, Pres. Nabal Barreto, Gen. Mgr.	Jose Soler, Chief Engr.	
ARECIBO	WKVM 1945	1070 10,000	American Colonial Broadcasting Corp. P. O. Box 772 463	......	Ralph Perez Perry, Pres. & Gen. Mgr. & Chief Engr. Cuca Llop Colon, Coml. Mgr.	Francisco L. Inserni, Prog. Dir. Felix Bonet Velez, Prom. Mgr.	
BAYAMON	WENA 1948	1560 250	Ramon Agudo P. O. Box 157 161	......	Ramon Agudo, Owner D. Diaz Alejandro, Gen. & Coml. Mgr.	D. Diaz, Jr., Prog. Dir. Gustavo Diaz Atiles, Prom. Mgr. Juan Alfredo Arias, Chief Engr.	
CAGUAS	WRIA 1947	1450 250	Inter-American Radio Corp. Aguilera & Corchado Sts. 678	......	Jose A. Gautier, Mgr.		
CAGUAS	WVJP 1948	1110 250	Borinquen Broadcasting Co.	......	Francisco Pereira Casillas Federico Virella Hector Pereira Buonomo Pedro Luis Jimeney	Partners	
FAJARDO	WMDD 1947	1490 250	Madrazo & Diaz Atiles Munoz Rivera esq. Barcelo 132	......	Madrazo & Diaz Atiles, Owners		
GUAYAMA	WXRF 1948	1590 1,000	Rafael Fuster Hostos St. #42 243	......	Rafael Fuster, Pres. Charles L. Cordero, Gen. Mgr. Raul Acostarubio, Coml. Mgr.	Jose Colon Melendez, Prog. Dir. Timoteo Rodriquez Quinones, Chief Engr.	
MAYAGUEZ	WAEL 1948	1400 250	Mario Acosta Once de Agosta 82	......	Mario Acosta, Owner		
MAYAGUEZ	WECW 1947	1490 250	Electronic Corp. of P.R. Box 791				
MAYAGUEZ	WKJB 1946	1340; CP-710 250; CP-10,000	Jose Bechara Jr. Box 1293 983	......	Jose Bechara, Jr., Pres. Rafael Izquierdo, Gen. Mgr. Arturo Cortez, Prog. Dir.	Jaime Sanjurjo Pireis, Coml. Mgr. Henry Fishback, Chief Engr.	
MAYAGUEZ	WORA 1944	1150 1,000	Radio Americas Corp. 1150 Guanajibo Ave. 1150	......	Alfredo R. de Arellano, Jr., Pres. Reinaldo Maldonado Dupont, Asst. Mgr. Maria Alvarez de Moran, Coml. Mgr.	Juan Llibre, Prog. Dir. Nestor Figarella, Prom. Mgr. Edgar Olivieri, Chief Engr.	Guzman AP
MAYAGUEZ	WPRA 1937	990 10,000	Porto Rico Advertising Co. Box 869 269	......	Andres Camara, Pres. & Gen. Mgr. Virginia Di Cristina, Coml. Mgr.	Pedro Ojeda, Prog. Dir. Esteban Rosado Balz, Prom. Mgr. Luis E. Freyre, Chief Engr.	Continental
PONCE	WPAB 1939	1370 5,000	Portorican American Bcstg. Co. Inc. 17 Leon St. 783	......	A. Gimenez Aguayo, Gen. Mgr.		AP
PONCE	WPRP 1936	910 5,000	Voice of Porto Rico, Inc. P. O. Box 430 1752	......	Andres Grillasca, Pres. Ramon Montaner, Gen. & Coml. Mgr.	Jose E. Franco, Prog. Dir. & Prom. Mgr. Jose Arzuaga, Chief Engr.	Lang-Worth
RIO PIEDRAS	WWWW (Construction permit)	1520 250	Frank A. Gandia				
SAN JUAN	WAPA 1947	680 10,000	Jose Ramon Quinones 357 Ponce de Leon Ave. 2-1448	ABC MBS	Jose Ramon Quinones, Pres. Harwood Hull Jr., Gen. Mgr. Segismundo Quinones, Coml. Mgr.	Santiago Garcia, Prog. Dir. Jose A. Fernandez, Chief Engr.	Raymer Thesaurus
SAN JUAN	WEMB 1948	1320 5,000	El Mundo Broadcasting Co. Box 1072 2-2000	......	A. Ramos, Pres. & Gen. Mgr.		Inter-American World Associated UP
SAN JUAN 22	WIAC 1941	580 5,000	Radio Station WIAC Inc. Box 4504 2-0014	......	Tomas Muniz, Mgr.		
SAN JUAN 21	WIPR (Construction permit)	940 10,000	P. R. Communications Authority P. O. Box 4187	......	Rafael Delgado Marquez, Gen. Mgr. Ruben Rodriquez Beauchamp, Prog. Dir. Pedro Luis Jimenez, Chief Engr.		World AP
SAN JUAN	WITA 1948	1400 250	Electronic Enterprises Inc. 1064 Ponce de Leon Ave. 2-4756	......	V. H. Meador, Pres. & Techn. Dir. Antonio Alfonso, Gen. Mgr. Waldemar Pillot Picon, Prog. Dir.	Robert Rodriguez Arte, Chief Engr.	
SAN JUAN 18	WKAQ 1922	620 5,000	Radio Corp. of Porto Rico P. O. Box 3746 2-2023	CBS	Andrew W. Cruse, Pres. John A. Zerbe, V. P. & Gen. Mgr. Jose C. Irizarry, Coml. Mgr.	Luis Dueno, Prog. Dir. Manuel Ochoa, Prod. Mgr. Angel P. del Valle, V. P. & Chief Engr.	Clark-Wandless Associated AP
SAN JUAN	WNEL 1935	860 5,000	Station WNEL Corp. San Juan 21-300	NBC	Juan Piza, Owner Rodulfo Blanco, Gen. Mgr.	Roberto Boca Negra, Coml. Mgr.	
SANTURCE	WIBS 1947	740 10,000	Jose E. del Valle Box 4809 21-558	......	Jose E. del Valle, Owner		

Directory of BROADCASTING STATIONS IN CANADA

*—Non-Commercial Stations
N—Night
LS—Operates to Local Sunset
BUP—British United Press
PN—Press News, Radio Subsidiary of Canadian Press *(Affiliated with Associated Press)*
TP—Transradio Press

NOTE—Only Basic Network Stations Are Given Network Listing. Practically All Canadian Stations Are on Either Trans-Canada or Dominion Sustaining Networks.

ALBERTA

City	Call Letters Date Estab.	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel		Representatives Transc. Library News Service
CALGARY	CFAC 1922	960 5,000	Calgary Bcstg. Co. 1000 Southam Bldg. Renfrew 1036	Trans-Canada	H. R. Carson, Pres. A. M. Cairns, Gen. Mgr. F. R. Shaw, Coml. Mgr.	W. L. Sutton, Prom. Mgr. E. C. Connor, Chief Engr.	All-Canada Weed Associated Thesaurus World PN, BUP
CALGARY	CFCN 1922	1060 10,000	Voice of the Prairies, Ltd. Toronto General Trusts Bldg. Main 1161	Dominion	H. G. Love, Pres. & Gen. Mgr. E. H. McGuire, Coml. Mgr. James A. Love, Prog. Dir.	G. L. Carter, Prom. Mgr. R. W. Lamb, Chief Engr.	Radio Representatives Young Standard United Lang-Worth PN, BUP
CALGARY	CJCJ 1927	1140 1,000	Albertan Publishing Co. Ltd. Victory Bldg. Main 9966	CBC Alberta	G. M. Bell, Pres. Donald H. McKay, Mgr.		Alexander McGillvra SESAC, BUP
EDMONTON	CBX 1948	1010 50,000	Canadian Bcstg. Corp. MacDonald Hotel	Trans-Canada	Dr. Augustin Frigon, Pres. (CBC) D. E. Cameron, Mgr.		CBC PN, BUP Reuters
EDMONTON	CFRN 1934	1260 5,000	G. R. A. Rice 109 CPR Bldg. 22101	Dominion	G. R. A. Rice, Pres. & Gen. Mgr. A. J. Hopps, Asst. Mgr. G. A. Duffield, Prog. Dir.	F. J. Herman, Prom. Mgr. F. G. A. Makepeace, Chief Engr. D. Atkinson, Secy. & Treas.	Radio Representatives Young Lang-Worth Standard PN, BUP
***EDMONTON**	CKUA 1927	580 1,000	University of Alberta Provincial Bldg. 2-7212	CBC	F. Walker Blake, Gen. Mgr. James B. McRae, Prog. Dir.	Roy Usher, Chief Engr.	Associated PN
EDMONTON	CJCA 1922	930 5,000	Edmonton Journal Ltd. 452 Birks Bldg. 21631	Trans-Canada CBC	Gerry Gaetz, Mgr. Rolfe Barnes, Ass't. Mgr. Arthur H. Nicholl, Coml. Mgr.	Dalton Elton, Prog. Dir. Joe H. Budd, Prom. Mgr. Frank Hollingworth, Chief Engr.	All-Canada Thesaurus Weed, World Standard PN
GRANDE PRAIRIE	CFGP 1937	1050 1,000	Northern Bcstg. Corp. Richmond Ave. & 99th St. 109	CBC Trans-Canada	A. J. Balfour, Gen. Mgr. Jack E. Soars, Coml. Mgr. Gordon Cockburn, Prog. Dir.	Kay Anderson, Prom. Mgr. D. J. McKinnon, Chief Engr.	All-Canada Weed Cole SESAC Thesaurus PN
LETHBRIDGE	CJOC 1926	1220 5,000	Lethbridge Bcstg. Ltd. Marquis Hotel Bldg. 3161	CBC Trans-Canada	H. R. Carson, Pres. William Guild, Gen. Mgr. C. H. Perry, Coml. Mgr.	George A. Brown, Prog. Dir. R. A. Reagh, Chief Engr.	All-Canada Lang-Worth Thesaurus World PN
MEDICINE HAT	CHAT 1946	1270 1,000	Monarch Bcstg. Co. 520 First St. 2821	CBC Dominion	J. H. Yuill, Pres. R. J. Buss, Gen. & Coml. Mgr.	Bart Brown, Prog. Dir. Orville Kope, Prom. Mgr. Ian Carson, Chief Engr.	All-Canada Weed Standard BUP

BRITISH COLUMBIA

City	Call Letters Date Estab.	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel		Representatives Transc. Library News Service
CHILLIWACK	CHWK 1927	1340 250	Fraser Valley Bcstg. Ltd. 50 Yale East 7511	Dominion	C. Casey Wells, Pres. Jack Pilling, Managing Dir.	Wm. G. Teetzel, Coml. Mgr. J. M. Maclachlan, Prod. Mgr.	All-Canada Weed United Cole
DAWSON CREEK	CJDC 1947	1350 1,000	Radio Station CJDC Dawson Creek IR2	......	W. B. Michaud, Chief Owner		Radio Representatives BUP
KAMLOOPS	CFJC 1926	910 1,000	Sentinel Publishing Co. 310 St. Paul St. 1021	Trans-Canada	Ian Clark, Mgr. W. Harwood, Asst. Mgr.		All-Canada Weed United PN
KELOWNA	CKOV 1931	630 1,000	Okanagan Bcstg. Ltd. 1491 Pendozi St. 200	Trans-Canada	J. W. B. Browne, Pres. J. H. Browne, Station Mgr. E. S. Frost, Coml. Mgr.	Frank Bond, Prog. Dir. J. Fred Weber, Chief Engr.	All-Canada Weed Lang-Worth SESAC Thesaurus World PN
NELSON	CKLN 1939	1240 250	News Publishing Co. Ltd. Box 250 19	......			Stovin, Young Fremantle
NEW WESTMINSTER	CKNW 1944	1230 1,000	Wm. Rea, Jr. 752 Columbia St. 3000	CBC	Wm. Rea Jr., Pres. & Gen. Mgr. David M. Armstrong, Coml. Mgr. Gordon Reid, Prog. Dir.	(Mrs.) Sheila Hassell, Prom. Mgr. Wm. Collins, Chief Engr.	Forjoe Associated Cole World PN

BRITISH COLUMBIA—(Continued)

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel		Representatives Transc. Library News Service
PORT ALBERNI	**CJAV** **1946**	1240 250	CJAV Ltd. 735 Third Ave. N. 604	......	Margaret Rea, Pres. C. J. Rudd, Gen. Mgr. C. Patrick, Coml. Mgr.	T. Rannie, Prog. Dir. H. Hollway, Chief Engr.	Radio Representatives Lang-Worth Cole PN
POWELL RIVER	......	1490 520	**Al Harvey Alagard** **Powell River**	......			
PRINCE GEORGE ..	CKPG 1945	550 250	Radio Station CKPG Ltd. Box 940 **140**	Trans-Canada CBC	Frank H. Elphicke, Pres. Cecil G. Elphicke, Gen. Mgr. Jack Carbutt, Coml. Mgr. & Prog. Dir.	John Boates, Prom. Mgr. Ralph Spencer, Chief Engr.	All-Canada United Weed
PRINCE RUPERT ...	CFPR 1938	1240 250	Northwest Bcstg. & Service Ltd. 336 Second Ave. 863	Trans-Canada Pacific	Dr. Augustin Frigon, Pres. (CBC) C. H. Insulander, Gen. Mgr.		CBC PN, Reuters
TRAIL	CJAT 1933	610 1,000	Kootenay Bcstg. Co. **815 Victoria St.** **737**	Trans-Canada **CBC**	Eric C. Aylen, Gen. Mgr. Robert F. G. Green, Coml. Mgr.	Joseph P. Kobluk, Prog. Dir. John D. Hepburn, Chief Engr.	All-Canada Weed Thesaurus PN
VANCOUVER	CBR 1936	1130 5,000	Canadian Bcstg. Corp. 701 Hornby St. Marine 6121	**Trans-Canada** **CBC** **Pacific**	Dr. Augustin Frigon, Pres. (CBC) Doug. Nixon, Prog. Dir.		CBC PN, BUP Reuters
VANCOUVER	CJOR 1926	600 5,000	CJOR Ltd. 846 Howe St. **Marine 6464**	**Dominion**	George C. Chandler, Pres. & Gen. Mgr. Don Laws, Coml. Mgr.	J. S. Wills, Prom. Mgr. A. H. Chandler, Chief Engr.	Stovin Young SESAC, United Thesaurus PN, BUP
VANCOUVER	CKMO 1922	1410 1,000	B. C. Bcstg. System Ltd. 812 Robson St. **Marine 1271**	......	Mrs. R. J. Sprott, Pres. Robert T. Bowman, Gen. Mgr. Thomas Slattery, Coml. Mgr.	George Dewey, Prog. Dir. Ross L. Whiteside, Chief Engr.	Nat'l Broadcast Sales Cooke SESAC Standard AP, PN
VANCOUVER	**CKWX** **1923**	980 5,000	Western Bcstg. Co. Ltd. 543 Seymour St. **Marine 3344**	MBS Don Lee	Frank H. Elkhicke, Gen. Mgr. Sam G. Ross, Ass't. Mgr. John L. Sayers, Coml. Mgr.	Laurie Irving, Prog. Dir. Joe Midmore, Prom. Mgr. J. K. Gordon, Chief Engr.	All-Canada Weed Lang-Worth World PN, BUP
VERNON	**CJIB** **1947**	940 1,000	Interior Bcstg. Ltd. Vernon, B. C. 900	......	C. H. Pitt, Gen. Mgr. Blacke Crothers, Coml. Mgr.	Don McGibbon, Prog. Dir. L. Merriman, Chief Engr.	Radio Representatives Associated Cole
VICTORIA	**CJVI** **1941**	900 1,000-LS 250-N	Island Bcstg. Co. **Central Bldg.** **Garden 2014**	CBC Dominion	H. T. Matson, Pres. M. V. Chestnut, Mgr. L. F. Hallberg, Coml. Mgr.	R. T. Batey, Prog. Dir. (Miss) B. Garnett, Prom. Mgr. J. Sommers, Chief Engr.	All-Canada Weed Thesaurus World PN

MANITOBA

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel		Representatives Transc. Library News Service
BRANDON	**CKX** 1928	1150 1,000	Western Manitoba Broadcasters Ltd. Eighth St. & Princess Ave. 4532	**Dominion**	J. B. Craig, Mgng. Dir. E. D. Holland, Coml. Mgr.		Radio Representatives Cooke Thesaurus World
FLIN FLON	**CFAR** 1937	590 1,000	Arctic Radio Corp. Ltd. 75 Hill St. 590	**Trans-Canada**	J. G. Mundie, Pres. G. B. Quinney, Gen. & Coml. Mgr.	D. G. Willis, Prog. Dir. G. O. Woodward, Chief Engr.	Stovin Young Lang-Worth PN
ST. BONIFACE	**CKSB** **1946**	1250 1,000	Radio St. Boniface Ltd. 607 College St. 204865	......	Rene Dussault, Prog. Dir.		Wright Hunt, Cooke
WINNIPEG	**CBW** 1948	990 50,000	Canadian Bcstg. Corp. 300 Telephone Bldg. 922191	CBC **Trans-Canada**	Dr. Augustin Frigon, Pres. (CBC) J. N. Mogridge, Station Mgr.	Norman Lucas, Prog. Dir. R. D. Cahoon, Chief Engr.	CBC BUP, PN Reuters
WINNIPEG	CJOB **1946**	1340 250	Blick Bcstg. Ltd. Lindsay Bldg. 9-6374	......	J. O. Blick, Pres. & Gen. Mgr. A. J. Messner, Coml. Mgr. C. E. Farey, Prog. Dir.	George Davies, Asst. Prom. Mgr. R. V. Durie, Chief Engr.	Radio Representatives Cooke Associated Standard United, World PN, BUP
WINNIPEG	CKRC 1934	630 5,000	**Transcanada Communications Ltd.** **300 Carlton St.** 92266	**Dominion**	V. Sifton, Pres. Wm. A. Speers, Gen. Mgr. B. M. Pirie, Coml. Mgr.	J. M. Hill, Prog. Dir. Clare Copeland, Prom. Mgr. A. W. Hooper, Chief Engr.	All-Canada Weed Lang-Worth Standard PN, BUP

DIRECTORY OF BROADCASTING STATIONS IN CANADA

* —Non-Commercial Stations   N—Night   LS—Operates to Local Sunset

NEW BRUNSWICK

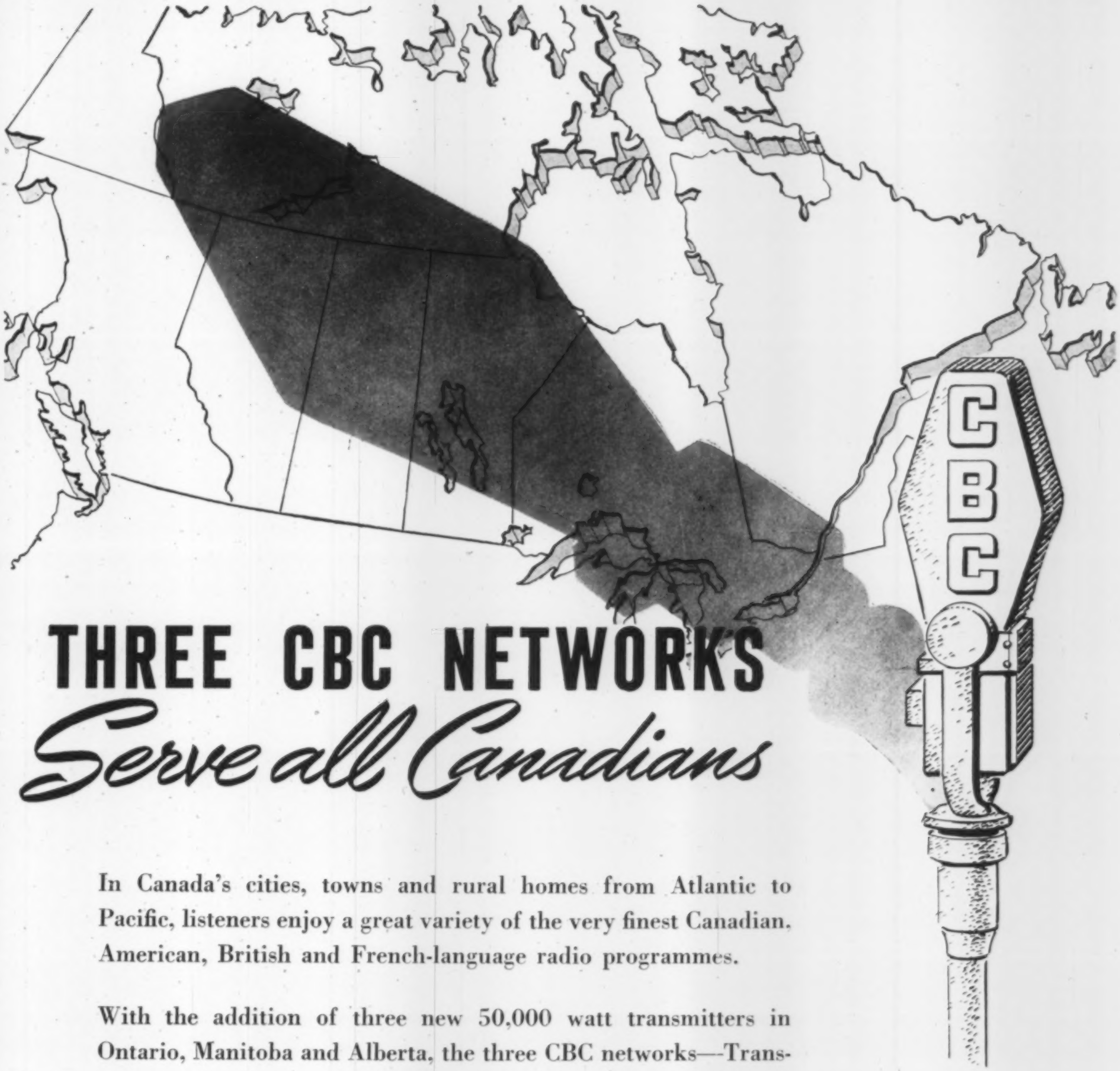
City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel		Representativ Transc. Librar News Service
CAMPBELLTON	CKNB 1939	950 1,000	Restigouche Bcstg. Co. Ltd. P. O. Box 840 8	Dominion Maritime	J. Wesley MacDonald, Pres. Dr. Charles H. Houde, Gen. Mgr. Stan Chapman, Coml. & Station Mgr.	Bob Richards, Prog. Dir. L. P. Paquet, Chief Engr.	All-Canada Weed
EDMUNDSTON	CJEM 1944	1230 250	Edmundston Radio Ltd. 99 Canada Rd. 296	CBC	Dr. P. C. Laporte, Pres. Maurice Lacasse, Gen. Mgr.	George Guerrette, Coml. Mgr.	Stovin World
FREDERICTON	CFNB 1923	550 5,000	J. S. Neill & Sons Ltd. York St. 209	Trans-Canada	D. Malcoln Neill, Gen. Mgr. C. Austin Moore, Sales & Prom. Mgr.		All-Canada Weed Thesaurus Standard, Co BUP
MONCTON	CKCW 1934	1220 5,000	Moncton Bcstg. Ltd. Knights of Pythias Bldg. 9111	Dominion	F. A. Lynds, Pres. & Gen. Mgr. C. L. Chambers, Coml. Mgr.	Roy Hicks, Prog. Dir. A. J. White, Chief Engr.	Stovin McGillvra World United BUP, RP
SACKVILLE	CBA 1939	1070 50,000	Canadian Bcstg. Corp. 100 Sackville St. Halifax, N. S. 3-6188	Trans-Canada	Dr. Augustin Frigon, Pres. (CBC) W. E. S. Briggs, Reg. Prog. Dir.	E. A. Weir, Coml. Mgr. H. M. Smith, Reg. Engr.	CBC PN, BUP Reuters
ST. JOHN	CFBC 1946	930 5,000	Fundy Bcstg. Co. 4 Carleton 3-2421	Dominion	N. Botterill, Gen. Mgr. Jack Alcorn, Coml. Mgr.	J. E. Palmer, Prog. Dir. Harold M. Stout, Chief Engr.	All-Canada Weed Thesaurus BUP Radio Press
ST. JOHN	CHSJ 1934	1150 5,000	New Brunswick Co. Ltd. 14 Church St. 3-3304	Trans-Canada	George A. Cromwell, Pres. Cleve G. Stillwell, Coml. Mgr. Earl McCarron, Prog. Dir.	Agnes M. Glennie, Prom. Mgr. J. G. Bishop, Chief Engr.	Stovin Young Associated Lang-Worth Standard United, World PN

NORTHWEST TERRITORIES

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel		Representativ Transc. Librar News Service
YELLOWKNIFE	......	810 250		......			

NOVA SCOTIA

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel		Representativ Transc. Librar News Service
ANTIGONISH	CJFX 1943	580 5,000	Atlantic Broadcasters Ltd. Broadcasting Bldg.	Dominion	J. Clyde Nunn, Gen. Mgr. Ralph J. Ricketts, Coml. Mgr. James Boroughs, Sales Mgr.		National Broadcast Sales Lang-Worth United PN
BRIDGEWATER	CKBW 1947	1000 1,000	Acadia Bcstg. Co. Ltd. King St. 445	Trans-Canada	C. J. Morrow, Pres. J. F. Hirtle, Gen. Mgr. K. R. Dougan, Coml. Mgr.	J. S. Harris, Prog. Dir. L. L. Rogers, Prom. Mgr. L. W. Essex, Chief Engr.	Radio Representatives Cooke Associated All-Canada PN
HALIFAX	CBH 1944	1330 100	Canadian Bcstg. Corp. 100 Sackville St. 3-6188	Trans-Canada Maritime	Dr. Augustin Frigon, Pres. (CBC) W. E. S. Briggs, Prog. Dir.	H. M. Smith, Chief Engr.	CBC PN, BUP Reuters
HALIFAX	CHNS 1926	960 5,000	Maritime Bcstg. Co. Broadcasting House 3-8318	Dominion	Andrew W. Robb, Pres. William C. Borrett, Gen. Mgr. Harry Stephen, Coml. Mgr.	Gerald J. Redmond, Prog. & Ops. Dir. John Funston, Prom. Mgr. Arthur H. Craig, Chief Engr.	All-Canada Weed Lang-Worth Thesaurus United, World PN, BUP
HALIFAX	CJCH 1944	920 5,000	Radio Station CJCH * Lord Nelson Hotel 3-7311	......	E. Finlay MacDonald, Gen. Mgr. H. E. Gerard, Coml. Mgr.	A. W. Mac Williams	Lorenzen & Thompson World Standard PN, Reuters
KENTVILLE	CKEN 1948	1490 250	Evangeline Bcstg. Co. 7 Clifton Ave. Windsor, N.S.	......	George C. Nowlan, Pres. A. M. Bishop, Gen. & Coml. Mgr.	W. A. Bishop, Prog. Dir.	
SIDNEY, N. S........	CBI 1948	1570 1,000	Canadian Bcstg. Corp. 247 Charlotte St.	Trans-Canada	Dr. Augustin Frigon, Pres. (CBC) W. E. S. Briggs, Prog. Dir.	H. M. Smith, Chief Engr. Barry MacDonald, Station Mgr.	CBC PN, BUP Reuters
SYDNEY	CJCB 1929	1270 5,000-LS 1,000-N	Eastern Broadcasters Ltd. Radio Bldg. 5596	Dominion	N. Nathanson, Owner & Gen. Mgr. J. Marven Nathanson, Coml. Mgr. Lloyd MacInnis, Prog. Dir.	Charles J. MacDougall, Prom. Mgr. Alfred Vernon, Chief Engr.	All-Canada Weed Lang-Worth World Thesaurus PN
TRURO	CKCL 1947	1400 250	John A. Manning 7 Pleasant St. 491	......	J. A. Manning, Pres. & Gen. Mgr. Alex Thomson, Coml. Mgr.	Edward Belcher, Prog. Dir. Sydney Bernasconi, Chief Engr.	World PN
WINDSOR	CFAB 1945	1450 250	Evangeline Bcstg. Co. Ltd. Pulsifer Bldg. 498	......	George C. Nowlan, Pres. A. M. Bishop, Gen. & Coml. Mgr.	W. A. Bishop, Prog. Dir.	Alexander Cole United PN
YARMOUTH	CJLS 1934	1340 250	Laurie L. Smith Drawer 440 500	Dominion CBC	Laurie L. Smith, Pres. Thomas H. Tonner, Coml. Mgr. Florine Margolian, Prog. Dir.	Donald L. Smith, Chief Engr.	All-Canada Weed United, PN



THREE CBC NETWORKS

Serve all Canadians

In Canada's cities, towns and rural homes from Atlantic to Pacific, listeners enjoy a great variety of the very finest Canadian. American, British and French-language radio programmes.

With the addition of three new 50,000 watt transmitters in Ontario, Manitoba and Alberta, the three CBC networks—Trans-Canada, Dominion and French, through 90 owned and affiliated stations—now reach almost every potential listener in Canada!

This intensive coverage provides a nation of more than twelve million customers to advertisers using the facilities of CBC.

COMMERCIAL DIVISION

CANADIAN BROADCASTING CORPORATION

354 JARVIS STREET
TORONTO 5, ONTARIO

1231 ST. CATHERINE ST. WEST
MONTREAL 25, QUEBEC

DIRECTORY OF BROADCASTING STATIONS IN CANADA

* —Non-Commercial Stations N—Night LS—Operates to Local Sunset

ONTARIO

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel		Representatives Transc. Library News Service
BELLEVILLE	CJBQ 1946	1230 250	Quinte Bcstg. Co. Ltd. Box 153 3200	Dominion CBC	A. M. Haig, Pres. W. H. Stovin, Gen. Mgr. J. H. MacDonald, Coml. Mgr.	W. E. Arnold, Prog. Dir. C. Hannah, Prom. Mgr. J. B. Buchanan, Chief Engr.	Stovin Young Thesaurus World
BRANTFORD	CKPC 1923	1380 1,000	Telephone City Broadcast Ltd. Colborne St. 5140	Dominion	Mrs. J. D. Buchanan, Mgng. Dir.		Alexander World
BROCKVILLE	CFJM 1943	1450 250	Eastern Ontario Bcstg. Co. Ltd. Revere Hotel 4628	Dominion CBC	Jack R. Radford, Pres. & Gen. & Coml. Mgr.	Fred J. Ball, Chief Engr.	Stovin Young All-Canada BUP
CHATHAM	CFCO 1926	630 1,000	John Beardall P. O. Box 277 2626	Dominion	John Beardall, Owner & Gen. Mgr. P. A. Kirkey, Coml. Dir.	George Sulman, Prog. Dir. Gordon Brooks, Chief Engr.	BUP
CORNWALL	CKSF 1945	1230 250	Standard-Freeholder Ltd. 36 Pitt St. 1703	Dominion CBC	Phillip Robertson, Pres. H. Harrison Flint, Gen. & Coml. Mgr.	E. Norman Bailey, Prog. Dir. Richard Hynes, Prom. Mgr. Mahlon Clark, Chief Engr.	Stovin World PN
FORT FRANCES	CKFI 1944	1340 250	J. G. McLaren Fort Frances 200	CBC Dominion	J. G. McLaren, Pres. W. H. McLellan, Gen. & Coml. Mgr. & Chief Engr.	Victor Price, Prog. Dir. John A. Coughlin, Prom. Mgr.	Alexander PN
FORT WILLIAM	CKPR 1921	580 1,000	Dougall Motor Car Co. 106 N. May St. South 315	......	H. F. Dougall, Pres. G. D. Jeffrey, Coml. Mgr. R. C. Baker, Prog. Dir. & Prom. Mgr.	W. T. Ross, Chief Engr.	Stovin, Young Radio Representatives All-Canada Thesaurus United PN
GUELPH	CJOY 1948	1450 250	CJOY Ltd. Bond Bldg. 555	......	Wallace Slatter, Station Mgr. Frederick T. Metcalf, Coml. Mgr.	Laurie J. Lohman, Prog. Dir. Bert Cobb, Chief Engr.	Radio Representatives Cooke Cole Lang-Worth PN
HAMILTON	CHML 1927	900 5,000	Maple Leaf Bcstg. Co. Ltd. Pigott Bldg. 7-1595	Dominion	K. D. Soble, Pres. T. E. Darling, Mgr. & Prog. Dir. W. D. Whitaker, Coml. Mgr.	E. S. Stock, Prom. Mgr. O. R. Smith, Chief Engr.	Young Associated Standard United National Broadcast Sales BUP
HAMILTON	CKOC 1922	1150 5,000	Wentworth Radio Bcstg. Co. Ltd. 32 John St. N. 7-4484	Trans-Canada	H. R. Carson, Pres. W. T. Cranston, Gen. Mgr. L. A. Westmoreland, Coml. Mgr.	J. L. Potts, Asst. Mgr. J. O. Stone, Prod. Mgr. Leslie Horton, Chief Engr.	All-Canada Weed Lang-Worth Thesaurus World PN
KENORA	CJRL 1938	1220 1,000	Kenora Bcstg. Co. Ltd. **Brydon Block** 717	Dominion	Mrs. James Richardson, Pres. George A. McLean, Mgr. & Coml. Mgr. Ernest C. Mutimer, Prog. Dir.	Murray C. Cooke, Prod. Mgr. William Hackett, Chief Engr.	Garside Stovin Cooke Thesaurus CP
*** KINGSTON**	CFRC	1490 100	Queen's U. Fleming Hall	......			
KINGSTON	CKWS 1942	960 5,000	The Brookland Co. Ltd. 304 King St. 4405	Trans-Canada	Senator W. R. Davies, Pres. Roy W. Hofstetter, Station Mgr.	Jack Pollie, Prog. Dir. Burt Coy, Chief Engr.	National Broadcast Sales Cooke Lang-Worth Standard PN
KIRKLAND LAKE	CJKL 1934	560 5,000	Northern Bcstg. Co. Ltd. 24 Government Rd. W.	CBC Trans-Canada	Roy H. Thomson, Pres. Harry M. Edgar, Mgr. Donald R. Lawrie, Coml. Mgr.	Clifford M. Harrison, Prog. Dir. Leicester Oliver, Chief Engr.	National Broadcast Sales Cooke Lang-Worth Standard Thesaurus PN
KITCHENER	CKCR 1928	1490 250	K-W Bcstg. Co. Arcade Bldg. 3-3628	Dominion CBC	W. C. Mitchell, Pres. & Gen. Mgr. G. Liddle, Coml. Mgr.	Norm McKinney, Prog. Dir. Ed. Manning, Prom. Mgr. Ion Hartman, Chief Engr.	Wright Associated United PN
LONDON	CFPL 1922	980 5,000	**Free Press Printing Co.** **442 Richmond St.** **Metcalf 5200**	Dominion CBC	W. J. Blackburn, Pres. Donald J. A. Wright, Gen. Mgr. Murray T. Brown, Coml. Mgr.	Bob Reinhart, Prog. Dir. Percy A. Field, Chief Engr.	All-Canada Weed Lang-Worth Standard World PN
NIAGARA FALLS	CHVC 1947	1600 1,000	Radio Station CHVC Ltd. Rainbow Bridge 4110	......	B. H. Bedford, Pres. Jim Sullivan, Prog. Dir.	G. S. Slinn, Chief Engr.	McKinney Alexander World BUP
NORTH BAY	CFCH 1931	600 1,000	Northern Bcstg. Co. Ltd. 37 Main East 2400	Trans-Canada CBC	Roy H. Thomson, Pres. Jack Davidson, Gen. Mgr. Cliff Pickrem, Station Mgr.	Phil Clayton, Prog. Dir. Keith Packer, Coml. Mgr. Jack Barnaby, Chief Engr.	National Broadcast Sales Cooke Lang-Worth Standard Thesaurus PN

DIRECTORY OF BROADCASTING STATIONS IN CANADA

* —Non-Commercial Stations N—Night LS—Operates to Local Sunset

ONTARIO (Continued)

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel		Representatives Transc. Library News Service
ORILLIA	CPOR 1945	1450 250	Gordon E. Smith 32 Mississaga St. E. 3511	Dominion	Gordon E. Smith, Pres. & Gen. Mgr.	James McGarvey, Prog. Dir.	Stovin Young BUP
OSHAWA	CKDO 1946	1240 100	Oshawa Bcstg. Co. Ltd. 16 Centre St. 4481	......	Walter A. Dales, Pres. Ross R. Rowlands, Gen. Mgr. Milton E. Bond, Coml. Mgr.	William B. Swinton, Prog. Dir. George Blanchette, Chief Engr.	Alexander Weed Thesaurus World PN
OTTAWA	CBO 1924	910 1,000	Canadian Bcstg. Corp. Chateau Laurier Hotel 2-1151	Trans-Canada CBC	Dr. Augustin Frigon, Pres. (CBC) Charles P. Wright, Station Mgr. E. A. Weir, (CBC) Coml. Mgr.	Charles P. Wright, Prog. Dir. Maxted Gilbert, Chief Engr.	CBC PN BUP, Reuters
OTTAWA	CKCO	1310 1,000N 5,000D	CKCO Ltd. 272 Somerset St. W. 2-3611	Dominion CBC	Duncan K. Mactavish, Pres. Louis E. Leprohon, Gen. Mgr. J. L. Kendall, Coml. Mgr.	C. E. Root, Prog. Dir. R. Beach, Prom. Mgr. J. McGrail, Chief Engr.	McGillvra Wright Associated Lang-Worth PN, BUP
OTTAWA	CFRA 1947	560 1,000	Frank Ryan Auditorium 3-6241	......	Frank Ryan, Pres. & Gen. Mgr.		All-Canada Weed
OWEN SOUND	CFOS 1940	1470 1,000	Grey & Bruce Broadcasting Co. Ltd. 904 2nd Ave. E. 1940	Dominion CBC	Howard Fleming, Pres. Ralph Snelgrove, Mng. Dir. William Hawkins, Coml. Mgr.	Everett Smith, Prog. Dir. William Fulton, Prom. Mgr. Ronald Turnpenny, Chief Engr.	Stovin Young World PN
PEMBROOKE	CHOV 1942	1350 1,000	Ottawa Valley Broadcasting Co. Ltd. 97 Albert St. 1350	Dominion	E. Gordon Archibald, Pres. & Gen. Mgr. Bill Kutshke, Prog. Dir.	M. Miller, Prom. Mgr. W. E. Schmidt, Chief Engr.	Stovin Young Thesaurus SESAC BUP
PETERBOROUGH	CHEX 1942	1430 1,000	The Brookland Co. Ltd. Examiner Bldg. 4641	Dominion	Senator W. R. Davies, Pres. Roy H. Thomson, V. P. Russ Baer, Station Mgr.	Karl Monk, Prog. Dir. Bert Crump, Chief Engr.	National Broadcast Sales Cooke Lang-Worth Thesaurus United PN

WITH **SELECTIVE RADIO** YOU CONTROL LOCAL BROADCAST TIMES

. . . and you select only the stations that pinpoint your most profitable markets!

SELECTIVE RADIO is the opposite to buying a fixed group of stations, which broadcast simultaneously without regard for different time zones and different local peak listening times. With SELECTIVE RADIO, you treat each station *individually*—you select an effective *local* time on that station's program schedule—unhampered by time-zone difficulties.

With SELECTIVE RADIO, you cut waste also by selecting *only those stations that cover your profitable markets*—choosing from thirty ALL-CANADA stations across Canada.

Let SELECTIVE RADIO help you *pinpoint* your audience—*when* they're listening! Call the ALL-CANADA man for full information.

ALL-CANADA

ALL-CANADA RADIO FACILITIES *Limited*

VANCOUVER • CALGARY • WINNIPEG • TORONTO • MONTREAL

ONTARIO (Continued)

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel		Representat Transc. Libr News Servi
PORT ARTHUR	CFPA 1944	1230 250	Ralph H. Parker Public Utilities Bldg. North 315	Dominion CBC	Ralph H. Parker, Pres. & Gen. Mgr. R. P. (Mac) MacGowan, Coml. Mgr.	Roy Dahmer, Prog. Dir.	National Broadcast Sales Weed Broadcast Reps. Hunt Lang-Worth Standard
ST. CATHARINES ...	CKTB 1930	1550 1,000	The Niagara Dist. Bcstg. Co. Ltd. 12 Yates St. 5-7351	Dominion CBC	W. B. C. Burgoyne, Pres. H. B. Burgoyne, Mng. Dir. V. A. Lococo, Coml. Mgr.	W. C. Wheeler, Prod. Mgr. W. C. Wingrove, Prom. Mgr. W. H. Allen, Chief Engr.	National Broadcast Sales McGillvra Thesaurus United PN
ST. THOMAS	CHLO 1948	680 1000	J. F. Peterson 133 Curtis St.		J. F. Peterson, Pres., & Gen. Man.	Tom Warner, Comm. Mgr.	Lang-Worth Radio Reps
SARNIA	CHOK 1946	1070 5,000-LS 1,000-N	Sarnia Bcstg. Co. Ltd. 148½ N. Front St. 4000	Trans-Canada CBC	H. M. Hueston, Pres. C. R. Irvine, Mng. Dir. Gerry Hall, Coml. Mgr.	Grant Webber, Ass't. Mgr. & Prog. Dir. Ray Sterling, Ass't. Prog. Dir. R. F. Cooke, Chief Engr.	National Broadcast Sales Cooke Lang-Worth Standard Thesaurus PN
SAULT ST. MARIE .	CJIC	1490 250	Hyland Bcstg. Co. Windsor Hotel 3500	Trans-Canada CBC	J. G. Hyland, Pres., Gen. & Coml. Mgr. J. B. Scully, Prog. Dir. & Prom. Mgr.	I. Marinelli, Chief Engr.	Alexander McGillvra World PN
STRATFORD	CJCS	1240 250	Frank M. Squires Reynolds Bldg. 1675	Dominion	Frank M. Squires, Pres. & Gen. Mgr. Stanley Tripley, Asst. Mgr. Ken Lott, Coml. Mgr.	John E. Phillips, Prog. Dir. & Prom. Mgr. John Grigg, Chief Engr.	All-Canada Weed World UP
SUDBURY	CHNO 1947	1440 1,000	Sudbury Bcstg. Co. Ltd. 166 Elm St. 6-6416	Dominion CBC	F. B. Ricard, Pres. & Gen. Mgr. R. Riel, Coml. Mgr. D. Goodwin, Prom. Mgr.	A. J. Robinson, Chief Engr. & Station Mgr.	Wright Young Associated PN
SUDBURY	CKSO 1935	790 5,000	CKSO Sudbury Ltd. 21 Elgin St. 77-505	Trans-Canada CBC	G. M. Miller, Pres. W. J. Woodill, Gen. Mgr.	Ken Dobson, Prog. Dir. R. F. Chinnick, Chief Engr.	All-Canada Weed Thesaurus World PN
TIMMINS	CKGB	680 5,000	Northern Bcstg. Ltd. Thomson Bldg. 500	Trans-Canada	Roy H. Thomson, Pres. Jack M. Davidson, Gen. Mgr. Harvey Freeman, Station Mgr.	Doug Burrows, Prog. Dir. Ed Bowser, Prom. Mgr. Ernest Mott, Chief Engr.	National Broadcast Sales Cooke Lang-Worth Standard PN
TORONTO 5	CBL 1927	740 50,000	Canadian Bcstg. Corp. 354 Jarvis St. Midway 5481	Trans-Canada CBC	Dr. Augustin Frigon, Pres. (CBC) Ernest L. Bushnell, Prog. Dir. E. A. Weir, Coml. Mgr.	H. Hilliard, Chief Engr.	CBC PN BUP, Reut
TORONTO 5	CFRB 1927	1010 50,000	Rogers Radio Bcstg. Co. Ltd. 37 Bloor St. W. Midway 3515	CBS	Harry Sedgwick, Pres. Lloyd Moore, Station Mgr. Waldo Holden, Coml. Mgr.	Wes McKnight, Prog. Dir. Ken Marsden, Prom. Mgr. Clive Eastwood, Chief Engr.	All-Canada Young BUP, PN
TORONTO 1	CHUM 1945	1050 1,000-D	York Broadcasters Ltd. 225 Mutual St. Elgin 4271	......	John H. Part, Pres. Rowland Ford, Gen., Coml. & Prom Mgr.	Larry Mann, Prog. Dir. Kenneth Smith, Chief Engr.	Standard Lang-Wort United BUP
TORONTO 5	CJBC 1936	860 50,000	Canadian Bcstg. Corp. 354 Jarvis St. Midway 5481	Dominion CBC	Dr. Augustin Frigon, Pres. (CBC) E. A. Weir, Coml. Mgr.	H. G. Walker, Mgr. Dominion Net. H. Hilliard, Supervising (Engr. (Toronto Area)	CBC PN BUP, Reu
TORONTO	CKEY 1944	580 5,000-LS 1,000-N	Toronto Bcstg. Co. Ltd. 444 University Ave. Waverly 3881	......	Jack K. Cooke, Pres. & Gen. Mgr. Hal E. Cooke, Coml. Mgr.	Don Insley, Prog. Dir. Gordon Allen, Prom. Mgr. Ernie Swan, Chief Engr.	National Broadcas Sales Cooke Lang-Wort Associated Standard World PN, BUP
WINDSOR	CKLW 1932	800 50,000	Western Ontario Bcstg. Co. Ltd. Canada Trust Bldg. 4-1155 Cadillac 7200 (Detroit)	MBS CBC	J. E. Campeau, Pres. & Gen. Mgr. E. Wilson Wardell, Coml. Mgr.	S. Campbell Ritchie, Prog. Dir. Miss Barbara MacFarland, Prom. Mgr. W. C. Carter, Chief Engr.	Young Stovin Standard World United
WINGHAM	CKNX 1926	920 1,000	Radio Station CKNX Ltd. Josephine St. 158	Dominion	W. T. Cruickshank, Pres. & Gen. Mgr. J. J. Cruickshank, Station Mgr.	Vincent Dittmer, Prom. Mgr. Scott Reid, Chief Engr.	Alexander Cole, Lan Worth Thesaurus BUP
WOODSTOCK	CKOX 1947	1340 250	Oxford Bcstg. Co. Ltd. P.O. Box 55 2400	......	M. J. Werry, Pres. & Gen. Mgr. W. S. Smith, Coml. Mgr.	J. B. Start, Prog. Dir.	Wright World PN

You get effective listenership over Canada's private radio stations

Canada's more than twelve million people are buying goods and services at a record rate.

Whatever you have to sell to the rich Canadian market, you will be ahead if you make use of Canada's privately-owned radio stations: they dominate effective listenership in their territories, everywhere in Canada.

You will be ahead also because of the merchandising cooperation you get from these private stations: they take pains to further their clients' commercial interests. Their programming and their services are closely in accord with the tastes and wants of their local audiences.

Don't neglect Canada's buying power! The Canadian Association of Broadcasters has facilities to help you get sales data on Canada, or on any part of Canada. We can give you complete facts on how radio can best serve your Canadian operation. Please call on us.

Canadian Association of Broadcasters

108 Sparks Street, Ottawa
37 Bloor St., West, Toronto

* —Non-Commercial Stations N—Night LS—Operates to Local Sunset

PRINCE EDWARD ISLAND

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel		Representatives Transc. Library News Service
SUMMERSIDE	CJRW 1948	1240 250	Gulf Broadcasting Co. Ltd. Lidstone Bldg.	Trans-Canada	A. G. Rogers, Manager L. C. Dunfield, Program Director		Radio Representatives
CHARLOTTETOWN	CFCY 1924	630 5,000-LS 1,000-N	Island Radio Bcstg. Co. Ltd. 85 Kent St. 741	Dominion Maritime	Lt. Col. K. S. Rogers, Pres. & Mgng. Dir. R. F. Large, Prog. Dir. & Coml. Mgr.	M. E. Large, Prom. Mgr. A. L. Finlay, Tech, Supervisor	All-Canada Weed Associated Lang-Worth Standard BUP

QUEBEC

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel		Representatives Transc. Library News Service
AMOS	CHAD 1942	1340 250	Radio Nord, Inc. Rouyn, Que		David Armand Gourd, Pres. Joseph Duguay, Sta. Mgr.		National, Broadcast Sales Weed
CHICOUTIMI	CBJ 1933	1580 10,000	Canadian Bcstg. Corp. 286A Racine St. 155	Trans-Canada CBC French	Dr. Augustin Frigon, Pres. CBC M. Valiquette, Coml. Mgr.	M. Ouimet, Prog. Dir. J. E. Roberts, Chief Engr. J. Saint-Georges, Supvr. of Press & Information	CBC PN BUP, Rueters
GRANBY	CHEF 1945	1450 250	Granby Bcstg. Co. Ltd. 7 Johnson St. 353	......	Gerard La Liberte, Gen. Mgr.		Radio Reps World United PN, AP
HULL	CKCH 1933	970 1,000	Syndiat d'Ouvres Sociales Lte'e 121 Notre-Dame 2-1701	CBC French	Louis J. Billy, Pres. Aurele Gratton, Gen. Mgr. Raymond Benoit, Coml. Mgr.	Georges Francon, Prog. Dir. Raymond Benoit, Prom. Mgr. Max Gebhardt, Chief Engr.	Reuters Renaud Young Thesaurus PN
JONQUIERE	CKRS 1947	1240 250	Henri Lepage 223 St. Dominique St.	......	Henri La Page, Pres. Gaston Voyer, Mgr.		Hardy Young
SHAWINIGAN FALLS	...... (Construction permit)	1470 1,000	Shawinigan Standard Radio Co.				
MATANE	CKBL	1250 1,000	Roger Bergeron St. Jerome St.		Roger Bergeron, Gen. & Prom. Mgr. & Prog. Dir.	Rene Lapointe, Coml. Mgr. Paul Duberger, Chief Engr.	Renaud World PN
MONTREAL	CBF 1937	690 50,000	Canadian Bcstg. Corp. 1231 St. Catherine St. W. Plateau 7161	Trans-Canada CBC French	Dr. Augustin Frigon, Pres. CBC M. Valiquette, Coml. Mgr.	M. Ouimet, Prog. Dir. J. Saint-Georges, Supvr. of Press & Information H. Audet, Chief Engr.	CBC PN BUP, Reuters
MONTREAL 25	CBM 1937	940 5,000	Canadian Bcstg. Corp. 1231 St. Catherine St. Plateau 7161	Trans-Canada	Dr. Augustin Frigon, Pres. CBC W. J. O'Reilly, Prog. Dir. M. Valiquette, Coml. Mgr.	J. Saint-Georges, Supvr. of Press & Information E. D. Roberts, Chief Engr.	Canadian Press BUP, Reuters
MONTREAL 25	CFCF 1919	600 5,000	Canadian Marconi Co. 1231 St. Catherine St. W. Plateau 2577	ABC Dominion	Gordon F. Keeble, Station & Coml. Mgr. H. Herbert Hewetson, Prog. Dir.	Thomas J. Quigley, Prom. Mgr. J. N. Gettenby, Chief Engr.	All-Canada Weed Thesaurus PN, BUP
MONTREAL	CHLP 1933	1410 1,000	La Patrie Publishing Co. Ltd. Sun Life Bldg. Plateau 5225	......	Hon. Sen. P. R. DuTremblay, Pres. & Gen. Mgr. O. Louis Bourque, Bus. Mgr. C. A. Berthiaume, Station Mgr.	F. E. Bergevin, Ass't Station Mgr. Simon Gendron, Coml. & Prom. Mgr. Andre Chabot, Prog. Dir. Alphonse Cloutier, Chief Engr.	Alexander McGrillvra Associated Standard PN
MONTREAL 25	CJAD 1945	800 5,000	CJAD Ltd. 1191 Mountain St. Plateau 1805	......	J. Art Dupont, Pres. & Gen. & Coml. Mgr. Ron Morrier, Prog. Dir.	Robert Luarion, Traffic Mgr. Al Taylor, Chief Engr.	National Broadcast Sales Young Associated Lang-Worth Standard PN, BUP
MONTREAL	CKAC 1922	730 10,000-LS 5,000-N	La Cie de Publication La Presse 980 St. Catherine St. W. Marquette 3611	CBS	Phil Lalonde, Gen. Mgr. Georges Bourrassa, Coml. Mgr. Ferdinand Biondi, Prog. Dir.	Marcel Theoret, Prom. Mgr. Len Spencer, Chief Engr.	Wright Young Lang-Worth United World TP, PN, BUP Reuters
NEW CARLISLE	CHNC 1933	610 5,000	Gaspesia Radio Bcstg. Co. Main St. 64	CBC French	Dr. Charles E. Dumont, Pres. Dr. Charles H. Houde, Gen. Mgr.	Viateiur Bernard, Coml. Mgr. & Prog. Dir. Gordon S. Coleman, Chief Engr.	Hardy Young
QUEBEC	CBV 1939	980 1,000	Canadian Bcstg. Corp. Palais Montcalm 5-8155	Trans-Canada CBC	Dr. Augustin Frigon, Pres. CBC M. Valiquette, Coml. Mgr. M. Ouimet, Prog. Dir.	J. Saint-Georges, Supvr. of Press & Information C. Frenette, Chief Engr. G. Dumais, Station Mgr.	CBC PN BUP, Reuters
QUEBEC	CHRC 1936	800 5,000	CHRC Ltd. 39 St. Jean 2-8177	......	Herve Baribeau, Pres. Henri Lepage, Gen. Mgr. Aurele Pelletier, Coml. Mgr.	Magella Alain, Prog. Dir. Arsene Nadeau, Chief Engr.	Hardy Young Lang-Worth Thesaurus PN, BUP
QUEBEC	CKCV 1926	1280 1,000	CKCV Ltd. 142 St. John St. 2-1585	CBC	Gaston Pratte, Pres. Paul Lepage, Gen. Mgr. Lucien A. Bernier, Coml. Mgr.	Marcel Leboeuf, Prog. Dir. Jean Bender, Prom. Mgr. Albert DuBerger, Chief Engr.	Renaud United World PN
RIMOUSKI	CJBR 1937	900 5,000	The Central Pub. Serv. Corp. Ltd. 1 St. John St. 396	CBC French	J. A. Brilliant, Pres. Guy Caron, Gen. Mgr. Andre Lecomte, Coml. Mgr.	Francois Raymond, Prog. Dir. F. C. Doak, Chief Engr.	Stovin Young United Standard PN

QUEBEC (Continued)

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel		Representatives Transc. Library News Service
RIVIERE-du-LOUP .	CFJP 1947	1400 250	Radio Temiscouata Ltee 203 Lafontaine St. 536	......	Bertran Polvin, Asst. Mgr. Henri Legueux, Coml. Mgr. Henri Boudeaux } Prom. Yves Marchand } Mgrs.	Raymond Lavoie, Chief Engr.	Renaud Young
ROUYN	CKRN 1939	1400 250	Northern Radio Inc. Reilly Block	......	David Armand Gourd Jr., Pres. & Gen. Mgr.		Weed National Broadcast Sales PN
SHERBROOKE	CHLT	900 1,000	La Tribune Ltee 3 Marquette St. 2071	CBC French	Senator Jacob Nicol, Pres. Alphee Gauthier, Gen. Mgr. Leon Lorrain, Coml. Mgr.	J. L. Gauthier, Prog. Dir. & Prom. Mgr. Romeo Paquette, Chief Engr.	Hardy Thesaurus United World CBC
SHERBROOKE	CKTS	1240 250	Telegram Printing & Publ. Co. Ltd. 3 Marquette St. 2071	Dominion	Senator Charles Howard, Pres. Alphee Gauthier, Gen. Mgr. Leon Lorrain, Coml. Mgr.	J. L. Gauthier, Prog. Dir. & Prom. Mgr. R. Paquette, Chief Engr.	Radio Representatives Thesaurus United, World CBC
SOREL	CJSO 1945	1400 250	Radio Richelieu Ltd. 72 Du Roi St. 318	......	Maurice Boulianne, Gen. Mgr. Wilfrid Mondoux, Prog. Dir.	Jacques Tremblay, Prom. Mgr. Joseph Cardin, Chief Engr.	Renaud SESAC World PN
THREE RIVERS	CHLN 1937	550 1,000	LeNouvelliste Ltd. Chateau de Blois Hotel 4500	......	Leon Pretanrer, Sta. Mgr.		Hardy Young World United, PN
VAL d' OR	CKVD 1939	1230 100	Northern Radio Inc. Reilly Block Rouyn, Que.	......	David Armand Gourd, Pres. Louis Hiller, Sta. Mgr.		National Broadcast Sales Weed
VERDUN	CKVL 1946	980 1,000	J. Teitolman 211 Gordon Ave. York 3696	......	Jack Teitolman, Gen. Mgr. Corey Thomson, Sta. Mgr.		Stovin Cooke Lang-Worth United BUP, PN

SASKATCHEWAN

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel		Representatives Transc. Library News Service
MOOSE JAW	CHAB 1924	800 5,000	Radio Station CHAB Ltd. Grant Hotel Hall 3282	Dominion	J. S. (Sid) Boyling, Gen. Mgr. L. W. (Lloyd) Crittenden, Coml. Mgr. J. (Jim) Cloak, Prog. Dir.	C. H. (Buck) Witney, Prom. Mgr. M. (Meru) Pickwick, Chief Engr.	Stovin Cole Lang-Worth PN
NORTH BATTLEFORD	CJNB 1946	1240 250	Northwestern Bcstg. Co. Ltd. Sallows & Boyd Bldg. N. B.	......	Jack H. Coalston, Mgr. C. W. H. Hill, Coml. Mgr.		Stovin World, United
PRINCE ALBERT ...	CKBI	900 5,000	Central Bcstg. Co. Ltd. Sanderson Block 2621	Dominion	E. A. Rawlinson, Gen. Mgr. G. Prest, Coml. Mgr.	K. F. Davey, Prog. Dir. T. VanEss, Chief Engr.	All-Canada Weed Thesaurus PN
REGINA	CKCK 1922	620 5,000	CKCK Leader Post Bldg. 8525	Trans-Canada	Victor M. Sifton, Pres. Harold A. Crittenden, Gen. Mgr. A. Gilbert Seabrook, Coml. Mgr.	Wilfred E. Collier, Prog. Dir. Kenneth E. Compton, Prom. Mgr. E. A. Strong, Chief Engr.	All-Canada Weed Cole Thesaurus PN, BUP
REGINA	CKRM 1926	980 5,000	Transcanada Communications Ltd . 1819 Cornwell St. 7631	Dominion	Stuart MacKay, Station Mgr. William L. Walker, Prog. Dir.	Fred Laight, Prom. Mgr. William MacDonald, Chief Engr.	All-Canada Weed Lang-Worth PN
SASKATOON	CFQC 1923	600 ,5000	A. A. Murphy & Sons Ltd. 216 First Ave. N. 7917	Dominion	A. A. Murphy, Pres. Vernon Dallin, Gen. & Coml. Mgr.	Wilfred Gilbey, Prog. Dir. Lyn Hoskins, Chief Engr.	Radio Representatives Young Cole, Standard Lang-Worth Thesaurus PN, BUP
WATROUS	CBK 1939	540 50,000	Canadian Bcstg. Corp. Telephone Bldg.	Trans-Canada	E. A. Weir, Coml. Mgr.		CBC PN, BUP Reuters
YORKTON	CJGX 1927	940 1,000	Yorkton Bcstg. Co. Ltd. Smith McKay Bldg. 324	Dominion	Dawson Richardson, Pres. Kenneth S. Parton, Gen. Mgr. Jack Shortreed, Coml. Mgr. F. K. Tully, V.P.	Bill Liska, Prog. Dir. Jack Goodman, Prom. Mgr. Art Mills, Chief Engr.	Stovin Young Cole, SESAC World PN

YUKON TERRITORY

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel		Representatives Transc. Library News Service
DAWSON CITY	......	1230 250 (Construction permit)		......			

Directory of
FM BROADCASTING STATIONS OF THE UNITED STATES

(Data corrected to December 15, 1948)

ALABAMA

ANNISTON, WHMA-FM—Est. Nov., 1947—263, 100.5 mc, 19 kw, B. Harry M. Ayers, (WHMA). Tel.: 2380-1. Harry M. Ayers, Pres.; Malcolm Street, Gen. & Coml. Mgr.; Ross Charles, Prog. Dir., James Hudson, Chief Engr. Rep.: Sears & Ayers. **Services:** Lang-Worth, UP.

BESSEMER, WJLD-FM—284, 104.7 mc, 40 kw, B. Johnston Bcstg. Co. (WJLD), P. O. Box 147. Tel. 2300. Geo. Johnston Jr., Pres.; J. E. Connolly, Asst. Mgr.; Clay Coe, Coml. Mgr.; Joan Jetton, Prog. Dir.; Maurice McKinney, Chief Engr. Rep.: Sears & Ayers. **Services:** World, AP.

BIRMINGHAM 3, WAFM-FM—Est. Jan., 1947—258, 99.5 mc, 1 kw, B. Voice of Alabama, Inc. (WAPI) Protective Life Bldg. Tel.: 3-8116. Thad Holt, Pres. & Gen. Mgr.; G. W. P. Atkins, Coml. Mgr.; Jimmy Willson, Prog. Dir.; Normas S. Hurley, Chief Engr.; Lionel Baxter, Opr. Mgr. Rep.: Radio Sales. **Services:** Associated, World, AP.

BIRMINGHAM 2, WSGN-FM—Est. Dec., 1947—229, 93.7 mc, 510 kw, B. The Birmingham News Co. (WSGN). P. O. Box 2553. Tel.: 4-3434. Henry P. Johnston, Gen. Mgr.; Julian A. Flint, Coml. Mgr.; Eugene M. Plumstead, Prog. Dir.; J. V. Sanderson, Chief Engr. Rep.: Headley-Reed. **Services:** AP.

GADSDEN, WJBY-FM—Est. Feb., 1948—279, 103.7 mc, 1.5 kw, B. Gadsden Bcstg Co., 108 Broad St. Tel.: 88 B. H. Hopson, Pres.; Beatrice T. Benton, Gen. Mgr. & Prog. Dir.; Sam A. Benton, Coml. Mgr.; Glenn Nichols, Chief Engr. Rep.: Sears & Ayers. **Services:** Lang-Worth, AP.

HUNTSVILLE, WHBS-FM—Est. Dec., 1947—236, 95.1 mc, 10 kw, B. The Huntsville Times Co. (WHBS). 207 W. Clinton St. Tel.: 2345. Richard Warner, Gen. Mgr.; Paul R. Bumgardner, Prog. Dir.; James V. Sanderson, Chief Engr. Rep: Headley-Reed. **Services:** Thesaurus, AP

MOBILE 9, WABB-FM—Est. June, 1948—276, 102.1 mc, 51 kw, B. Mobile Press Register, Inc. (WABB) 304 Government St. R. B. Chandler, Pres.; A. Louis Read, Gen. Mgr.; Anthony Leighton, Prog. Dir.; Wm. Murphree, Chief Engr.; W. J. Hearin Jr., Exec. V.P. Rep.: Taylor-Borroff. **Services:** SESAC, Associated, AP.

MOBILE, WKRG-FM—Est. Sept., 1947—260, 99.9 mc, 3 kw, B. Giddens & Rester (WKRG). Telegraph Rd. Tel.: 2-6789. F. E. Busby, Gen. Mgr.; John E. Waller, Coml. Mgr.; Carl G. Haug, Prog. Dir.; R. M. Cole, Chief Engr. Rep.: Young. **Services:** Lang-Worth, Standard, AP.

MOBILE 15, WMOB-FM—248, 97.5 mc, 8.8 kw, B. Nunn Bcstg. Corp. (WMOB) 458 Government, Tel.: 2-4566. Gilmore N. Nunn, Pres.; D. H. Long, Gen. Mgr.; R. H. Moore, Coml. Mgr.; Adele Hull, Prog. Dir.; Sanford Helt, Chief Engr. Rep.: Branham. **Services:** Thesaurus, World, Capitol, UP.

MONTGOMERY 2, WCOV-FM—Est. Aug., 1948—233, 94.5 mc, 41 kw, B. G. W. Covington Jr. (WCOV), Exchange Hotel. Tel.: 5781. G. W. Covington Jr., Owner & Gen. Mgr.; E. J. Duke, Coml. Mgr.; Bill Steadman, Prog. Dir.; W. D. Weatherly, Chief Engr.; Joe Petranka, Prom. Dir. Rep.: Taylor-Borroff. **Services:** Associated, UP.

MONTGOMERY, WMGY-FM—298, 107.5 mc, 6 kw, B. Dixie Broadcasting Co., (WMGY) 2½ S. Perry St. Tel.: 5245. Dr. S. L. Suggs, Pres.; Perry Elliott, Gen. Mgr.; E. B. Ingle, Coml. Mgr.; Frank Monteleone, Prog. Dir.; John D. Lamar, Chief Engr.; Lonelle Hudson, Traf. Mgr. Rep.: Meeker. **Services:** World, INS.

KFMV
94.7 MEGACYCLES-CHANNEL 234

Now serving the community all through the year with

58,000 WATTS

on 94.7 MEGACYCLES

Transmitter atop 6,000 feet Mount Wilson gives a coverage from Santa Barbara to the Mexican Border.

HALF THE POPULATION
OF CALIFORNIA
5 Million People

New and up-to-date Studios

UNION BROADCASTING CORPORATION
OF CALIFORNIA

6540 Sunset Boulevard
Hollywood 38

Cliff Gill,
General Manager

Dan Russell,
Program Manager

MONTGOMERY 2, WSFA-FM—Est. Aug., 1947—277, 103.3 mc, 29.7 kw, B. Montgomery Bcstg. Co., Inc. (WSFA), P. O. Box 1031. Tel.: 8361. Howard E. Pill, Pres.; David E. Dunn, Ass't. to Pres.; W. W. Hunt, Loc. Sales Mgr.; Lee Gooch, Prog. Dir.; C. I. Shelkofsky, Chief Engr.; Julia Looney, Ntl. Sales Dir. Rep.: Headley-Reed. **Services:** Cole, Standard, Thesaurus, AP.

SYLACAUGA, WSYO(FM)—270, 101.9 mc, 3.6 kw, B. Southeastern Bcstg. Co.

ARKANSAS

BLYTHEVILLE, KLCN-FM—241, 96.1 mc, 6.2 kw, B. Harold L. Sudbury (KLCN), 2nd & Walnut Sts. Tel.: 2093. Harold L. Sudbury, Gen. Mgr.; John Hamilton, Prog. Dir.; Marion Skinner, Chief Engr. Rep.: Pearson. **Services:** Capitol, AP.

FORT SMITH, KFPW-FM—235, 94.9 mc, 14 kw, B. Southwestern Hotel Co. (KFPW), 2817 Rogers Ave. Tel.: 4105. J. A. England, Pres. & Gen. Mgr.; R. E. Rives, Station Mgr. & Prog. Dir.; James Smith, Engr. Rep.: Walker.

FORT SMITH, KFSA-FM—Est. Feb. 1948—299, 107.7 mc, 2.76 kw, A. Southwestern Pub. Co. (KFSA), 920 Rogers Ave. Tel.: 3126. Donald W. Reynolds, Pres.; Karl Lambertz, Gen. Mgr.; Robert W. Platt Jr., Chief Engr. Rep.: Taylor-Borroff. **Services:** Lang-Worth, UP.

JONESBORO, KBTM-FM—270, 101.9 mc, 8.1 kw, B. Regional Bcstg. Co. (KBTM), KBTM Bldg. Tel.: 5597. Jay P. Beard, Pres. & Gen. Mgr. **Service:** AP.

SILOAM SPRINGS, KUOA-FM—Est. Oct., 1947—289, 105.7 mc, 2.6 kw, B. KUOA, Inc. Tel.: 77. John E. Brown, Pres.; Storm Whaley, Gen. Mgr.; Clinton Fowler, Ass't. & Coml. Mgr.; Ralph Kennedy, Prog. Dir.; Cecil Smith, Chief Engr. Rep.: Rural Radio. **Services:** SESAC, World, UP.

CALIFORNIA

ALAMEDA, KONG (FM)—Est. Sept., 1947—285, 104.9 mc, 0.75 kw, A. Times Star Publishing Co., 1516 Oak St. Tel.: Lakehurst 3-4646. Abraham Kofman, Pres.; Wilbert B. Ely, Gen. & Coml. Mgr.; Robert F. Heater, Prog. Dir.; Merlin W. Haag, Chief Engr. **Services:** Lang-Worth, UP.

BAKERSFIELD, KERN-FM, 231, 94.1 mc, 9.8 kw, B. McClatchy Bcstg. Co. (KERN), Elks Bldg. Tel.: 8-8431. Eleanor McClatchy, Pres.; Walter Baziuk, Actg. Mgr.; Clinton Johnson, Coml. Mgr.; Ramsey Elliott, Prog. Mgr.; Luverne Shatto, Chief Engr. Rep.: Raymer. **Services:** World, AP, UP, INS.

BAKERSFIELD, KMAR (FM)—223, 92.5 mc, B. Marmat Radio Co.

BURBANK, KWIK (FM)—232, 94.3 mc, 0.56 kw, A. Burbank Bcstrs. Inc. (KWIK), 20 Burbank Blvd. Tel.: Charleston 0-2111. James F. Furns, Pres.; George H. Bowles, Gen. Mgr.; Wm. I. Handelsman, V.P. & Coml. Mgr.; Oval Anderson, Prog. Dir.; Wm. F. Jones, Chief Engr. **Services:** Standard, Lang-Worth, UP.

CHICO, KVCI-FM—Est. Dec., 1947—266, 101.1 mc, 11 kw, A. Golden Empire Bcstg. Co., Inc. (KHSL), P. O. Box 303. Tel.: 237. Hugh McClung Sr., Pres.; M. F. Woodling, Gen. Mgr.; J. A. Pero, Coml Mgr.; Thomas Nelson, Prog. Dir.; R. B. Pope, Chief Engr. Rep.: Grant. **Services:** World, UP.

EUREKA, KRED—Est. May, 1948—242, 96.3 mc, 4.6 kw, B. Redwood Bcstg. Co. (KIEM), E at 6th. Tel.: 4000. Wm. B. Smulling, Pres. & Gen. Mgr.; Don Telford, Coml. Mgr.; Chas. Paul Corbin, Prog. Dir.; Robert Stach, Prom. Mgr.; Alvor Olson, Chief Engr. Rep.: Blair. **Services:** World, Standard, UP, INS.

FRESNO, KARM-FM—Est. Mar. 1948—270, 101.9 mc, 24.5 kw, B. KARM, The George Harm Station (KARM), 1333 Van Ness Ave. Tel.: 4-2966. Hattie Harm, Pres.; Clyde F. Coombs, Gen. Mgr.; John Garrick, Prog. Dir.; Elbert Dean, Chief Engr. Rep.: Petry. **Services:** Standard, AP, INS.

FRESNO 1, KRFM (FM)—Est. July, 1946—229, 93.7 mc, 69.9 kw, B. California Inland Bcstg. Co., T. W. Patterson Bldg. Tel.: 4-5001. J. E. Rodman, Pres.; Paul R. Bartlett, Gen. Mgr.; Ed J. Frech, Prog. Dir.; K. L. Mealey, Chief Engr. Rep.: Avery-Knodel. **Services:** Associated, World, UP.

HOLLYWOOD 28, KECA-FM—Est. Dec., 1947—238, 95.5 mc, 290 kw, B. American Broadcasting Co. (KECA), 6363 Sunset Blvd. Tel.: Hudson 2-3141: Clyde Scott, Gen. Mgr.; Frank Samuels, Coml. Mgr.; R. W. Hunter, Prog. Dir.; P. G. Caldwell, Chief Engr. Rep.: ABC Spot Sales. **Services:** Thesaurus, Lang-Worth, AP, UP, INS.

HOLLYWOOD 28, KFMV (FM)—Est. Sept., 1948—234, 94.7 mc, 58 kw, B. Unity Broadcasting Corp., 6540 Sunset Blvd. Tel.: Hollywood 5771. Cliff P. Mayer, Pres.; Cliff Gill, Gen. Mgr.; Dan Russell, Prog. Dir.; Samuel I. Margolin, Chief Engr. **Services:** Associated, AP.

HOLLYWOOD 38, KHJ-FM—Est. Aug., 1941—266, 101.1 mc, 4.8 kw, B. Don Lee Bcstg. System (KHJ). 5515 Melrose Ave. Tel.: 8111. Lewis Allen Weiss, Pres. & Gen. Mgr.; Sydney Gaynor, Coml. Mgr.; Charles Bulotti, Prog. Dir.; Frank M. Kennedy, Chief Engr. Rep.: Blair. **Services:** AP, INS.

HOLLYWOOD, KMPC-FM—Est. Dec., 1947—262, 100.3 mc, 460 kw, B. Station of Stars (KMPC). 5939 Sunset Blvd. Tel.: Hollywood 5341. G. A. Richards, Owner; Frank E. Mullen, Pres.; R. O. Reynolds, Gen. Mgr.; H. H. Wixson, Coml. Mgr.; Loyd Sigmon, Chief Engr. Rep.: Raymer. **Services:** Lang-Worth, World, AP, UP, INS.

LONG BEACH 6, KNOB—Est. Dec., 1948—276, 103.1 mc, .32 kw, A. Cerritos Bcstg. Co., 2790 Chestnut Ave. Tel.: 484-08. Jay E. Tapp, Gen. Mgr.; John W. Doran, Coml. Mgr.; Raymond B. Torian, Chief Engr.

LONG BEACH, KRJM—Est. Oct., 1947, 276, 103.1 mc. .340 kw, A. John H. Poole, 9000 Security Bldg. John H. Poole, Pres. & Gen. Mgr. **Services:** World, UP.

LOS ANGELES, KCLI (FM)—286, 105.1 mc, 32 kw, B. Cannon & Callister.

LOS ANGELES 4, KFI-FM—Est. Oct., 1947—290, 105.9 mc, 265 kw, B. Earle C. Anthony, Inc. (KFI). 141 N. Vermont Ave. Tel.: Fairfax 2121. Earle C. Anthony, Pres.; W. B. Ryan, Gen. Mgr.; Kevin B. Sweeney, Coml. Mgr.; Haan J. Tyler, Prog. Dir.; C. Harvey Haas, Chief Engr. Rep.: Petry. **Services:** Associated, Capitol, World, AP, UP.

LOS ANGELES 26, KKLA—Est. Jan., 1948—246, 97.1 mc, 58 kw, B. Echo Park Evangelistic Assoc. (KFSG). 1100 Glendale Blvd. Tel.: Exposition 1141. Dr. Rolf K. McPherson, Pres.; M. D. Buchen, Gen. Mgr.; David S. Ballou, Coml. Mgr.; Arch D. Scott, Prog. Dir.; C. Harvey Haas, Chief Engr. Rep.: FM Reps. **Services:** Associated, AP.

LOS ANGELES, KMGM (FM) 254, 98.7 mc, 49 kw, B. MGM Studios Inc., 701-717 S. Broadway. N. M. Schenck. Pres.

LOS ANGELES, KNX-FM—226 93.1 kw, 297 kw, B. CBS (KNX). 6121 Sunset Blvd. Tel.: Hollywood 1212. Frank Stanton, Pres.; Donald W. Thornburg, VP & Gen. Mgr.; A. E. Joscelyn, Dir. KNX Oper.; Wayne Steffner, Coml. Mgr.; Hal Hudson, Prog. Dir.; Lester Bowman, Chief Engr. Rep.: Radio Sales. **Services:** Lang-Worth, AP, UP.

LOS ANGELES, KRKD-FM—Est. Dec., 1947—242, 96.3 mc, 15 kw, B. Radio Bcstrs. Inc., 541 S. Spring St. Tel.: Tucker 7111. Ned Connor, Gen. & Coml. Mgr.; Venna Taylor, Prog. Dir.; Willis O. Freitag, Chief Engr. **Services:** Associated, SESAC, INS.

(Continued on page 300)

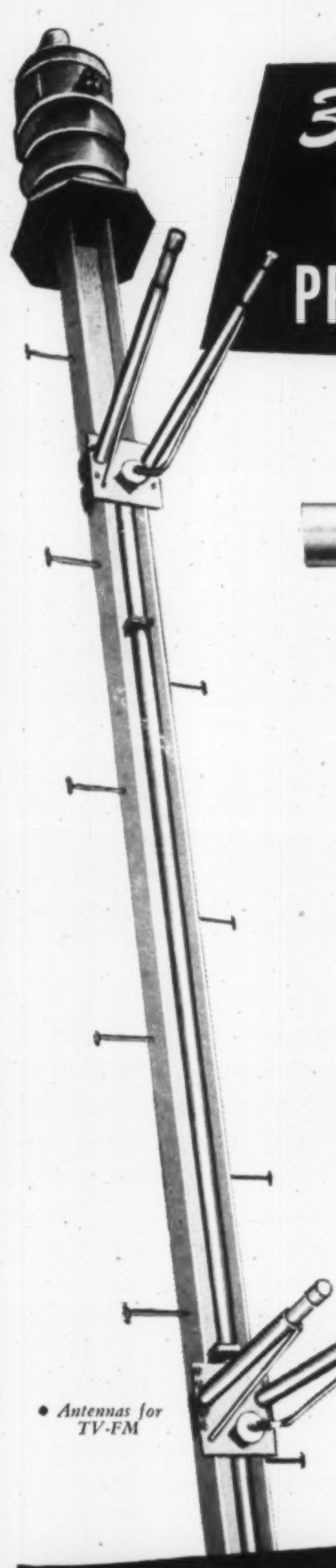
3 Reasons Why....
1455 AM-FM-TV STATIONS PREFER *Andrew* ANTENNA EQUIPMENT!

❶ Andrew has consistently furnished broadcasters with a complete line of better designed and more efficient antenna equipment. The superiority of Andrew equipment is achieved and maintained by Andrew's great staff of skilled engineers – a larger group of antenna experts than in any similar organization.

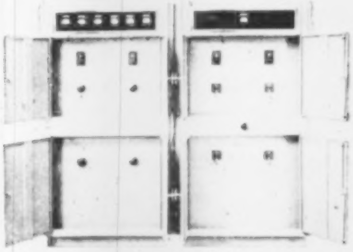
❷ The advice and experience of Andrew sales engineers are available *at no extra cost* to buyers of Andrew equipment. These engineers assist broadcasters with specific installation problems and give detailed instructions on how to use Andrew equipment most efficiently.

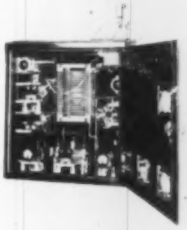
❸ In addition, Andrew offers a complete installation service to broadcasters. The Andrew Broadcast Consulting Division will contract for all or any part of the installation of your TV, FM or AM station. This includes preparation of the FCC application, supervision of studio or transmitter building construction, selection and installation of equipment, final engineering adjustments and coverage surveys.

Want the most efficient antenna equipment for your station – plus a complete engineering service? Then take a tip from America's leading broadcasters and write Andrew today.

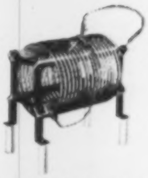

- *Antennas for TV-FM*

- *Coaxial Transmission Lines for AM-FM-TV*

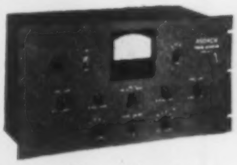

- *Phasing Units*


- *Antenna Tuning Units*

- *Automatic Dehydrators*


- *RF Inductors*

- *Tower Lighting Equipment*


- *Phase Monitors*

- *STL Antennas for TV-FM*

Write for new 1949 catalog

Andrew
CORPORATION
363 EAST 75th STREET · CHICAGO 19

TRANSMISSION LINES FOR AM-FM-TV · ANTENNAS · DIRECTIONAL ANTENNA EQUIPMENT
ANTENNA TUNING UNITS · TOWER LIGHTING EQUIPMENT
CONSULTING ENGINEERING SERVICE

ANDREW

Eastern Office: 421 Seventh Avenue, New York City

(Continued from page 298)

MARYSVILLE, KMYC-FM—Est. Dec., 1947—260, 99.9 mc, 4.7 kw, B. Marysville-Yuba Bcstrs., Inc., P. O. Box 631. Tel.: 2080. H. E. Thomas, Pres.; Joe D. Carroll, Gen. & Coml. Mgr.; Wm. Cleveland, Prog. Dir.; Loyd McQueary, Chief Engr. Rep.: Grant. **Services:** World, UP.

MERCED, KVME (FM)—Est. Aug., 1948—248, 97.5 mc, 8.3 kw, B. Merced Bcstg. Co. (KYOS), Box 717. Tel.: 1430. Hugh McClung, Pres. & Gen. Mgr.; A. J. Krisik, Coml. Mgr.; Rebecca Krisik, Prog. Dir.; Russell B. Pope, Chief Engr. Rep.: Grant, **Services:** World, UP.

MODESTO, KBEE (FM)—Est. April, 1948—277, 103.3 mc, 3 kw, B. McClatchy Bcstg. Co., 815-817 11th St. Tel.: 2-200. Eleanor McClatchy, Pres.; William Endicott, Sta. Mgr.; James Hancock, Chief Engr. Rep.: Raymer. **Services:** World, Capitol, UP.

MODESTO, KTRB-FM—Est. Oct., 1948—281, 104.1 mc, 46 kw, B. KTRB Bcstg. Co. (KTRB), Box 593. Tel.: 774. Wm. H. Bates Jr., Pres., Gen. Mgr. & Chief Engr.; James VanParks, Coml. Mgr.; Gene D'Accardo, Prog. Mgr. Rep.: Grant. **Services:** Standard, World, Lang-Worth, Cole, UP, INS.

MONTEREY, KDON-FM—Est. June, 1948—233, 94.5 mc, 3.2 kw, B. Monterey Peninsula Bcstg. Co. (KDON), 468 Calle Principal. Tel.: 8501. Paul H. Caswell, Pres.; Reed Pollock, Gen. Mgr.; George Ross, Coml. Mgr.; Lester Jacobsen, Prog. Dir.; O. N. Wright, Chief Engr. **Services:** Thesaurus, Associated, World, Cole, UP.

OAKLAND 4, KLX-FM—Est. May, 1948—267, 101.3 mc, 20 kw, B. Tribune Building Co. (KLX), 13th & Franklin Sts. Tel.: Glencourt 1-0660. J. R. Knowland Jr., Pres.; Glenn Shaw, Gen. & Coml. Mgr.; Jerry Morton, Prog. Dir.; Roswell Smith, Chief Engr. **Services:** World, Capitol, AP.

ONTARIO, KOCS-FM—Est. Jan., 1947—228, 93.5 mc, 310 w, A. The Daily Reporter (KOCS), 222 East "B" St. Tel.: 627-54. Jerene A. Harnish, Pres.; Ernest L. Spencer, Gen. Mgr.; Joe Downey, Coml. Mgr.; Stanley Davis, Prog. Dir.; Floyd Hall, Chief Engr. Rep.: Gene Grant. **Services:** Associated, Capitol, UP.

PASADENA 1, KAGH-FM—Est. June, 1947—252, 98.3 mc, 0.33 kw, A. KAGH Inc., 30 North Raymond. Tel.: Sycamore 6-8124. Andrew G. Haley, Pres. and Owner; John R. Rider, Gen. & Coml. Mgr.; John E. Pearson, Prog. Dir.; Robert L. Pohle, Chief Engr. **Service:** Standard.

REDDING, KVRE (FM)—Est. Sept., 1948—280, 103.9 mc, 1 kw, A. Golden Empire Bcstg. Co. (KVCV), Box 511. Tel.: 1646. Hugh McClung, Pres. & Gen. Mgr.; H. E. McCarty, Coml. Mgr.; Lyle Mathys, Prog. Dir.; Russell B. Pope, Chief Engr. Rep.: Grant. **Services:** World, Standard, UP.

RICHMOND, KRCC (FM)—Est. Feb., 1947—283, 104.5 mc, 9.8 kw, B. Contra Costa Bcstg. Co., Inc., 202 10th St. Tel.: 7616. Leo E. Owens, Pres.; Phil Bernheim, Mgr.; Herb Cahn, Coml. Mgr. **Services:** Capitol, Lang-Worth.

RIVERSIDE, KPOR (FM)—Est. Dec., 1946—248, 97.5 mc, 20 kw, B. Bcstg. Corp. of America (KPRO). 3401 Russell St. Tel.: 6290. W. L. Gleeson, Pres. & Gen. Mgr.; Gene Williams, Coml. Mgr.; Forrest Wallace, Prog. Dir.; Stan Reynolds, Chief Engr. Rep.: Pearson. **Services:** Associated, McGregor, SESAC, World, AP.

SACRAMENTO 14, KCRA-FM—Est. March, 1947—241, 96.1 mc, 10.637 kw, B. KCRA Inc. (KCRA). Calif. State Life Bldg. Tel.: 2-0758. Ewing C. Kelly, Pres.; Howard J. Smiley, Gen. Mgr.; John P. Dupell, Coml. Mgr.; Irma C. Davis, Prog. Dir.; Raymond W. Bailey, Chief Engr. Rep.: Weed. **Services:** Capitol, World, AP.

SACRAMENTO, KFBK-FM—Est. Feb., 1947—245, 996.9 mc, 5.4 kw, B. McClatchy Bcstg. Co. (KFBK). 708 I St. Tel.: 2-5011. Eleanor McClatchy, Pres.; Keith B. Collins, Mgr.; George H. Larue, Coml. Mgr.; Richard S. Burdick, Prog. Dir.; Stan Sronce, Chief Engr. Rep.: Raymer. **Services:** Capitol, Thesaurus, AP, UP.

SACRAMENTO 16, KXOA-FM—Est. June, 1947—300, 107.9 mc, 12.7 kw, B. Sacramento Bcstrs. Inc. (KXOA). 1617 30th St. Tel.: 6-4728. Lincoln Dellar, Pres.; Morton Sidley, Mgr. & Coml. Mgr.; Jack Alkire, Prog. Dir.; Paul E. Leake, Chief Engr. Rep.: Western. **Services:** Associated, UP.

SAN BERNARDINO, KBMT (FM)—Est. Oct., 1947—260, 99.9 mc, 6.4 kw, B. Sun Co. of San Bernardino, Calif. 339 Fourth St. Tel.: 6838. James A. Guthrie, Pres.; Don Goodsell, Gen. Mgr.; Paul C. Lynde, Prog. Dir.; Ted Emm, Chief Engr. **Services:** Capitol, UP.

SAN BERNARDINO, KFXM-FM—Est. Feb., 1947—236, 95.1 mc, 10 kw, A. Lee Bros. Bcstg. Co. (KFXM). 512 5th St. Tel.: 4761. J. Clifford Lee, Pres.; Gene W. Lee, V. P., Gen. Mgr. & Prog. Dir.; Don S. Cummings, Coml. Mgr.; George Ewing, Chief Engr. Rep.: Blair. **Services:** World, UP.

SAN BRUNO, KSBR (FM)—Est. June, 1948—263, 101.5 mc, 250 w, B. Radio Diablo. Inc., 798 San Mateo Ave. Tel.: Juno 8-1465. Orrin H. Brown, Pres.; Franklin M. Evans, Prog. Dir.; Arthur Arrigoni, Chief Engr. **Services:** Standard, World, Muzak, UP.

SAN DIEGO 1, KFMB-FM—Est. April, 1947—268, 101.5 mc, 250 w, B. Jack Gross Bcstg. Co. (KFMB). 1375 Pacific Bldg. Tel.: Main 2114. Jack O. Gross, Pres. & Gen. Mgr.; W. O. Edholm, Coml. Mgr.; John Bainbridge, Prog. Dir.; Bob Lee, Chief Engr. Rep.: Branham. **Services:** World, AP.

SAN DIEGO, KFSD-FM, 231, 94.1 mc, 33 kw, B. Airfan Radio Corp. Ltd. (KFSD), 326 Broadway. Tel.: Franklin 6353. Thomas E. Sharp, Pres.; John C. Merino, Gen. Mgr.; Alys Phreaner, Prog. Dir. Rep.: Raymer. **Services:** Thesaurus, UP.

SAN DIEGO, KSDO (FM)—243, 96.5 mc, 48 kw, B. San Diego Broadcasting Co. (KUSN), 1029 Second Ave. Tel.: Main 2041. C. A. Smith, Pres.; Jack Heintz, Gen. Mgr.; Paul Jones, Coml. Mgr.; Wilson Edwards, Prog. Dir.; Vern Milton, Chief Engr. Rep.: Forjoe & Co. **Services:** Associated, Lang-Worth, AP, UP.

SAN DIEGO, KWFM (FM)—Est. Aug., 1948—284, 104.7 mc, 16 kw, B. Studebaker Bcstg. Co., (KSON), Maryland Hotel. Tel.: Franklin 5175. Fred Rabell, Gen. Mgr.; Gordon Studebaker, Coml. Mgr.; Dorothy Johnson, Prog. Dir.; Wm. Tomberlain, Chief Engr. **Services:** Standard, Lang-Worth, Capitol, SESAC, AP, INS.

SAN FRANCISCO 4, KGO-FM—Est. Nov., 1947—291, 106.1 mc, 1.6 kw, B. American Bcstg. Co. (KGO), 155 Montgomery St. Tel.: Exbrook 2-6544. Gayle V. Grubb, Gen. Mgr.; Kirk Torney, Sales Mgr.; Boyce Wright, Prog. Dir.; Maury Baker, Adv., Prom. & Pub. Mgr. Rep.: ABC Spot. **Services:** Associated, Capitol, Standard, AP, UP, INS.

SAN FRANCISCO 9, KJBS-FM—Est. Jan. 1947—255, 98.9 mc, 35 kw, A. KJBS Bcstrs. (KJBS), 1470 Pine St. Tel.: Ordway 3-4148. E. P. Franklin, Gen. Mgr.; Stanley G. Breyer, Coml. Mgr.; Charles F. Pendleton, Prog. Dir.; Wayne L. Berthold, Chief Engr. Rep.: Headley-Reed. **Services:** Lang-Worth, Muzak.

SAN FRANCISCO 2, KNBC-FM—Est. May, 1948—259, 99.7 mc, 45 kw, B. National Broadcasting Co. (KNBC), Taylor & O'Farrell Sts. Tel.: Graystone 4-8700. John W. Elwood, Gen. Mgr.; Alfred W. Crapsey, Coml. Mgr.; Harry Bubeck, Prog. Dir.; Curtis Peck, Chief Engr. **Services:** Associated, Thesaurus, AP, UP, INS.

SAN FRANCISCO 5, KQW-FM—Est. Feb., 1948—279, 103.7 mc, 44 kw, B. Pacific Agricultural Foundation (KQW), 140 Jessie St. Tel.: Exbrook 2-3233. Ralph R. Brunton, Pres. & Gen. Mgr.; Fred Ruegg, Prog. Dir.; A. N. Cormack, Chief Engr. **Services:** Standard, AP, UP.

SAN FRANCISCO 19, KRON-FM—Est. July, 1947—243, 96.5 mc, 12 kw, B. Chronicle Publishing Co. (KRON-TV) 901 Mission St. Tel.: Garfield 1-1100. Charles Thieriot, Gen. Mgr.; Norman Louvau, Coml. Mgr.; A. H. Constant, Prog. Dir.; R. A. Isberg, Chief Engr. **Services:** Associated, AP, UP.

SAN FRANCISCO 6, KSGH(FM)—Est. Oct., 1947—235, 94.9 mc, 15.8 kw, B. Pacific Bcstg. Co. Fairmont Hotel. Tel.: Garfield 1-0104. Charles A. Gibson, Pres.; Forrester Mashbir, Gen. Mgr.; Boyd Innes, Coml. Mgr.; William Heyward, Prog. Dir.; Walter Selsted, Chief Engr. **Services:** Associated, Standard, UP.

SAN FRANCISCO 16, KWBR-FM—Est. Sept., 1947—247, 97.3 mc, 10 kw, B. Warner Bros., 1000 27th St. Tel.: Atwater 2-1224. Stafford W. Warner, Pres. & Gen. Mgr.; F. Wellington Morse, Station Mgr.; Edward B. Smith, Prog. Dir.; Paul E. Gregg, Chief Engr. **Services:** Lang-Worth, Standard, UP.

SAN JOSE, KLOK-FM—Est. Dec., 1947—253, 98.5 mc, 10 kw, B. Valley Bcstg. Co., 40 W. San Antonio St. Tel.: Col. 1483. E. L. Barker, Pres. & Gen. Mgr.; R. E. Ryan, Coml. Mgr.; Ruth Poindexter, Prog. Dir.; Gene Goldrup, Chief Engr. Rep.: Rural Radio, Grant. **Service:** AP.

SAN JOSE, KRPO (FM)—222, 92.3 mc, 340 kw, B. FM Radio & Tele. Corp.

SAN JOSE, KSJO-FM—Est. March, 1947—237, 95.3 mc, 1 kw, A. Santa Clara Bcstg. Co. (KSJO). P. O. Box 995. Tel.: Ballard 3660. Patrick H. Peabody, Pres.; Charles F. Mallory, Gen. & Coml. Mgr.; Norman Paul, Prog. Dir.; Lawrence L. King, Chief Engr. Rep.: Moore. **Services:** World, UP.

SAN LUIS OBISPO, KVEC-FM—Est. April, 1948—260, 99.9 mc, 16.7 kw, B. The Valley Electric Co. (KVEC). Mt. View & Hill Sts. Tel.: 1100. Christina M. Jacobson, Pres.; Les Hacker, Gen. Mgr.; Joe Shuttleworth, Coml. Mgr.; Robert Wilton, Prog. Dir.; H. C Bonaventure, Chief Engr. Rep.: Grant. **Services:** Standard, AP.

SANTA ANA, KVOE-FM—Est. Dec., 1948—244, 96.7 mc, 1 kw, A. Voice of the Orange Empire (KVOE), 206 N. Main St. Tel.: Kimberly 2-7191. Ernest L. Spencer, Pres. & Gen. Mgr.; L. S. Nicholson, Coml. Mgr.; Wallace S. Wiggins, Prog. Dir.; Stanley Guenther, Chief Engr. Rep.; Grant. **Services:** Standard, MacGregor.

SANTA MARIA, KRJM (FM)—Est. March, 1947—276, 103.1 mc, 0.34 kw, A. Santa Maria Daily Times. Times Bldg. Tel.: 43. R. K. & S. C. Hancock, Owners; R. K. Hancock, Gen. & Coml. Mgr.; William R. Rich, Prog. Dir; Kent Young, Chief Engr. **Services:** World, UP.

SAUSALITO, KDFC-FM—Est. Sept., 1948—271, 102.1 mc, 33 kw, B. Sundial Bcstg. Corp., Box 33. Tel.: 1400. William R. Crocker, Pres. & Gen. Mgr.; Edward Davis, Coml. Mgr.; Edward G. K. Devereill, Prog. Dir.; Herbert C. Forance, Chief Engr. **Services:** Associated, AP.

STOCKTON 7, KGDM-FM—Est. Jan., 1947—225, 92.9 mc, 1 kw, B. E. F. Peffer (KGDM), 519 E. Market. Tel.: 4-4551. E. F. Peffer, Pres.; E. Smith, Gen. & Coml. Mgr.; V. Swan, Prog. Dir.; A. Lubersky, Prom. Mgr.; M. B. Greene, Chief Engr. Rep.: Blair. **Services:** World, INS.

DENVER, KFEL-FM, 247, 97.3 mc, B. Eugene P. O'Fallon Inc. (KFEL), Albany Hotel. Tel.: Alpine 4681. Gene O'Fallon, Gen. Mgr.; Frank L. Bishop, Mgng. Dir.; Mark C. Crandall, Coml. Mgr. & Act. Prog. Dir.; Thomas G. Morrisey, Chief Engr. Rep.: Blair. **Services:** Associated, Standard, SESAC, Cole, AP, UP, INS.

DENVER 2, KLZ-FM—Est. June, 1947—231, 94.1 mc, 5.3 kw, B. KLZ Bcstg. Co. (KLZ). Tel.: Main 4271. E. K. Gaylord, Pres.; Hugh B. Terry, Mgr.; R. Main Morris, Coml. Mgr.; Charles Roberts, Prog. Dir.; Harvey Wehrman, Chief Engr. Rep.: Katz. **Services:** Capitol, Standard, AP, INS.

DENVER, KOA-FM—Est. Dec., 1948—239, 95.7 mc, 60 kw, B. National Bcstg. Co., Inc. (KOA), 1625 California St. Tel.: Main-6211. Niles Trammell, Pres.; Lloyd E. Yoder, Gen. Mgr.; L. Berry Long Jr., Sales Mgr.; Clarence C. Moore, Prog. Dept. Mgr.; Robert H. Owen, Asst. Mgr. Chg. Engr. Activities; Randy Smith, Prom. Mgr. Rep.: NBC Spot. **Services:** Associated, Thesaurus, AP, UP, INS.

CONNECTICUT

DANBURY, WLAD-FM—Est. Jan., 1948—252, 93.3 mc, 150 w, A. Berkshire Bcstg. Corp. (WLAD), 297 Main St. Tel.: 8-0580. Robert V. Doran, Pres.; Joseph T. Mathers, Coml. Mgr.; Jerry Arthur, Prog. Dir. Rep.: McGeehan & O'Mara. **Services:** SESAC, World, UP.

GREENWICH, WGCH(FM)—240, 95.9 mc, 340 w, A. Greenwich Bcstg. Corp., 25 Greenwich Ave. Tel.: 8-4200. Walter S. Lemmon, Pres.; W. Richard Carlson Jr., Ass't. Mgr. & Prog. Dir.; Thomas M. Middleton Jr., Chief Engr. **Services:** Associated, UP.

HARTFORD 4, WDRC-FM—Est. May, 1939—229, 93.7 mc, 7 kw, B. The Connecticut Bcstg. Co. (WDRC), 750 Main St. Tel.: 7-1188. Franklin M. Doolittle, Pres.; Walter B. Haase, Station Mgr.; William F. Malo, Coml. Mgr.; Harvey H. Olson, Prog. Dir.; Italo A. Martino, Chief Engr. Rep.: Raymer. **Service:** UP.

HARTFORD 5, WTHT-FM—Est. Feb., 1948—291, 106.1 mc, 20 kw, B. Hartford Times Inc. (WTHT), 555 Asylum St. Tel.: 2-0237. C. Glover DeLaney, Gen. Mgr. Leonard R. Schoenfeld, Coml. Mgr.; Phillip Becker, Prog. Dir.; Charles S. Masini, Chief Engr. Rep.: McKinney. **Services:** Standard, AP, Reuters.

HARTFORD 15, WTIC-FM—Est. Feb., 1940—243, 96.5 mc, 8 kw, B. Travelers Bcstg. Service Corp. (WTIC), 26 Grove St. Tel.: 2-3181. Jesse W. Randall; Pres.; Paul W. Morency, V. P. & Gen. Mgr.; Walter Johnson, Coml. Mgr.; Paul E. Lucas, Prog. Dir.; Herman D. Taylor, Chief Engr. Rep. Weed. **Services:** Lang-Worth, Thesaurus.

MERIDEN, WMMW-FM—Est. Dec., 1947—239, 95.7 mc, 7 kw, B. Silver City Crystal Co. (WMMW), 8½ W. Main St. Tel.: Meriden 2600. Carl A Schults, Pres.; Ralph D. Kanna, Gen. Mgr.; Gabriel Langfeller, Chief Engr. **Services:** Thesaurus, UP.

NEW BRITAIN, WKNB-FM—Est. April, 1947—279, 103.7 mc, 20 kw, B. New Britain Bcstg. Co. (WKNB), 213 Main St. Tel.: 3-3603. Julian Gross, Pres.; Elliott Miller, Gen. Mgr.; Peter B. Kenney, Coml. Mgr.; William Atkinson, Chief Engr. **Services:** Associated, Lang-Worth, AP.

NEW HAVEN, WAVZ-FM—Est. Oct., 1948—236, 95.1 mc, 20 kw, B. The New Haven Bcstg. Corp. (WAVZ), 152 Temple Street. Tel.: 7-0171. Edward S. Minor, Pres.; Lester C. Flood, Owner, Gen. Mgr. & Treas.; Murray L. Grossman, Coml. Mgr. & Sec.; J. Francis Smith, Vice Pres.; David J. McCoy, Vice Pres. **Services:** World, UP.

NEW HAVEN 10, WBIB(FM)—Est. Mar., 1947—264, 100.7 mc, 20 kw, B. The Colony Bcstg. Corp., 157 Church St. Tel.: 5-5413. Samuel Botwinik, Pres.; Sol Chain, Gen. & Coml. Mgr. & Prog. Dir.; Herman Rubin, Chief Engr. Rep.: FM Reps. **Service:** AP.

NEW HAVEN 10, WEMI(FM)—300, 107.9 mc, 20 kw, B. Connecticut Radio Foundation (WELI), 221 Orange St. Tel.: 8-1133. Harry C. Wilder, Pres.; Richard W. Davis, Gen. Mgr.; Edwin H. Schweitzer, Coml. Mgr.; Charles H. Wright, Prog. Dir.; Fred King, Chief Engr. Rep.: Headley-Reed. **Services:** Lang-Worth, SESAC, UP.

NEW HAVEN, WNHC-FM, 256, 99.1 mc, 20 kw, B. Elm City Bcstg. Corp. (WNHC), 1110 Chapel St. Tel.: 8-0196. Patrick J. Good, Pres.; James T. Milne, Gen. Mgr.; Vince Callanan, Coml. Mgr.; Lewis Doolittle, Prog. Dir.; Aldo DeDominicis, Sec. & Treas.; Vinnie DeLaurentis, Chief Engr. **Services:** Standard, AP.

NEW LONDON, WNLC-FM—Est. April, 1947—258, 99.5 mc, 20 kw, B. The Thames Bcstg. Corp. (WNLC), 281 State St. Tel.: 2-43665. Gerald J. Morey, Pres. & Chief Engr.; Leslie Morson, Mgr. & Prog. Dir.; Leo Keegan, Coml. Mgr. **Service:** AP.

STAMFORD, WSTC-FM—Est. Oct., 1947—244, 96.7 mc, 500 w, A. The Western Connecticut Bcstg. Co. (WSTC), 270 Atlantic St. Tel.: 4-7575. Kingsley Gillespie, Pres.; Julian Schwartz, Gen. Mgr.; Wharton Ford, Coml. Mgr.; Ernest Hartman, Prog. Dir.; Edward Markman, Chief Engr. Rep.: McKinney. **Services:** World, UP.

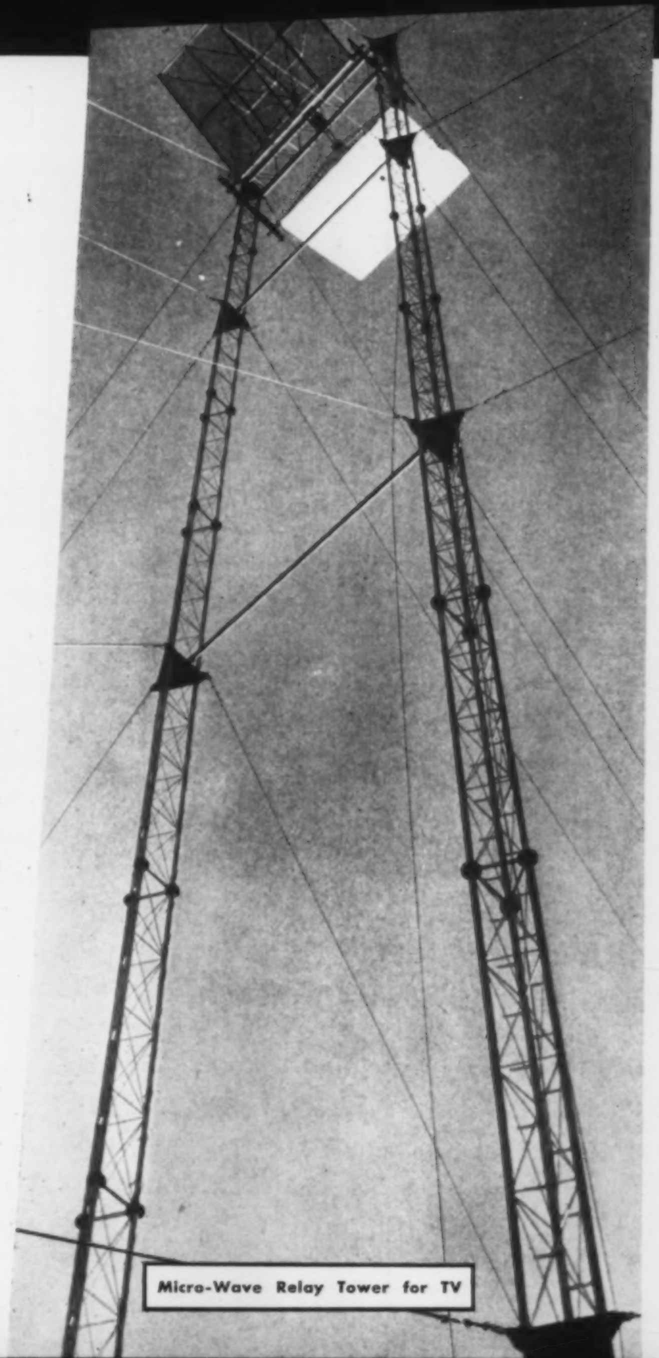
DELAWARE

WILMINGTON, WAMS-FM, 241, 96.1 mc, 20 kw, B. Wilmington Tri-State Bcstg. Co. Inc. (WAMS), 414 French St. Tel.: 4-8831. Frank S. Carrow, Pres.; George L. Sutherland, Exec. Vice Pres., Gen. Mgr & Coml. Mgr.; John F. Gibbons, Prog. & Prom. Mgr.; Herbert Eckstein, Chief Engr.; Luci Wiltbank, Traf. Mgr.; William Smith, Prod. Mgr. Rep.: Weed. **Services:** Lang-Worth, Standard, AP, Transradio.

(Continued on page 302)

SKYLINE TOWERS

Stay up PERMANENTLY!



Micro-Wave Relay Tower for TV

They Give You
LOWEST MAINTENANCE COST TOO!

No Skyline Tower has ever been brought down or damaged by any storm, wind, snow, sleet, hail, rain, hurricane, tornado or cyclone! For example, the 3 Skyline Towers erected for WIRK, West Palm Beach, Florida, withstood 2 hurricanes without damage. All Skyline Towers withstood last winter's violent wind and sleet storms that leveled 15 towers in the Chicago area alone.

This proven performance is due to 1) Skyline's exclusive aerodynamically clean modern design which gives low wind resistance and minimizes sleet danger, and 2) only Skyline Towers are tailored to the special weather conditions in *your* particular locality.

HOW SKYLINE SAVES YOU MONEY. 1) *Original cost:*—Skyline costs no more than ordinary towers. 2) *Erection Cost:—Lowest,* because Skyline's 20 ft. pre-welded sections permit erection in much less time than any other tower. 3) *Maintenance Cost:—Lowest,* because Skyline Towers have a minimum number of connections to service due to 20 ft. sections and all welded fabrication. Clean design makes painting much easier and cheaper.

So—why gamble? If your tower is down, you're out of business. Select Skyline—the tower that has NEVER come down. And spend less for maintenance too.

ATTENTION TV and FM BROADCASTERS!

Skyline engineers have developed towers that will carry all standard TV and FM antennas as well as special applications of micro wave transmission towers and micro wave relay towers.

Write, phone or wire Skyline Tower Co. for full details.

Stepped up production guarantees *IMMEDIATE DELIVERY.*

SKYLINE TOWER COMPANY

Towers of Permanence

5900 South Ashland Avenue
Chicago 36, Illinois

(Continued from page 300)

DISTRICT OF COLUMBIA

WASHINGTON 4, WASH(FM)—Est. Nov., 1945—246, 97.1 mc, 15 kw, B. Commercial Radio Equipment Co., 1319 F St., N. W. Tel.: District 1356. Everett L. Dillard, Pres.; Hudson Eldridge, Bus. & Coml. Mgr.; Larry Carl, Prog. Dir.; Leigh Kimball, Chief Engr. **Services:** Standard, Transradio.

WASHINGTON, WCFM(FM)—Est. Oct., 1948—258, 99.5 mc, 20 kw, B. Cooperative Bcstg. Assn., 1120 Conn. Ave. N.W. Tel.: Republic 8688. H. F. Kern, Gen. Mgr.; Carl R Taylor, Coml Mgr; Syd Byrnes, Asst Prog. Dir.; Warren E McDowell, Chief Engr. Rep.: Continental. **Services:** World, Associated, UP.

WASHINGTON 1, WINX-FM—Est. Sept., 1946—242, 96.3 mc, 20 kw, B. WINX Bcstg. Co. (WINX), 8th & Eye Sts., N. W. Tel.: Republic 8000. Philip L. Graham, Pres.; John S. Hayes, Gen. Mgr.; Charles Trippe, Coml. Mgr.; George Creamer, Prog. Dir.; Ralph Cannon, Chief Engr. **Services:** Standard, Associated, Lang-Worth, AP, UP.

WASHINGTON 5, WMAL-FM—Est. May, 1948—297, 107.3 mc, 20 kw, B. Evening Star Bcstg. Co. 724 14th St. N.W. (WMAL). Tel.: National 5400. S. H. Kauffmann, Pres.; K. H. Berkeley, Vice Pres. & Gen. Mgr.; Ben B. Baylor Jr., Coml. Mgr.; Frank Harvey, Chief Engr. Rep.: ABC Spot.

WASHINGTON, WOL-FM—Est. Sept., 1948—254, 98.7 mc, 20 kw, B. Cowles Bcstg. Co. (WOL), 1627 K St., N. W. Tel.: Metropolitan-0010. Gardner Cowles, Pres.; Phil Hoffman, Gen. Mgr.; Arden E. Swisher, Coml. Mgr.; Lansing Lindquist, Prog. Dir.; Harold Reed, Chief Engr. Rep.: Katz. **Services:** Associated, AP, UP.

WASHINGTON 8, WQQW-FM—Est. Sept., 1948—278, 103.5 mc, 20 kw, B. Radio Station WQQW Inc. (WQQW), 2527 Connecticut Ave. N. W. Tel.: Columbia 6331. Morris Rodman, Pres.; M. Robert Rogers, Gen. Mgr.; Perry Walders, Coml. Mgr.; Pierson Underwood, Prog. Dir.; Robert B. Martin, Chief Engr. Rep.: Rambeau. **Services:** Standard, World, AP.

WASHINGTON 5, WRC-FM—Est. June, 1947—230, 96.3 mc, 20 kw, B. National Bcstg. Co. (WRC), 724 14th St., N W. Tel.: Republic 4000. Niles Trammell, Pres.; Frank M. Russell, V. P.; William R. McAndrew, Ass't to V. P.; Mahlon A. Glascock, Sales Mgr.; George Y. Wheeler, Prog. Dir.; Donald Cooper, Chief Engr. **Services:** Associated, Standard, Thesaurus, AP, UP, INS.

WASHINGTON 6, WWDC-FM—Est. April, 1947—266, 101.1 mc, 20 kw, B. Capital Bcstg. Co. (WWDC), 1000 Conn. Ave., N. W. Tel.: National 7203. Joseph Katz, Pres.; Ben Strouse, Gen. Mgr.; Helen K. Mobberley, Coml. Mgr.; Norman Reed, Prog. Dir.; Ross H. Beville, Chief Engr. **Services:** Standard Thesaurus, AP, UP.

FLORIDA

DAYTONA BEACH, WNDB-FM—Est. April, 1947—233, 94.5 mc, 8.5 kw, B. News-Journal Corp. (WNDB). 128 Orange Ave. Tel.: 3601. Julian Davidson, Pres.; Jerry Stone, Gen. Mgr.; John H. Cummins, Coml. Mgr.; Fred F. Moore, Chief Engr. Rep.: Perry. **Services:** Standard, World, AP.

FT. LAUDERDALE, WGOR-FM—Est. May, 1947—293, 106.5 mc, 10 kw, B. Gore Publ. Co. (WFTL), 100 E. Las Olas Blvd. Tel.: 3131. J. W. Dickey, Exec. Vice Pres.; Robert Standard, Gen. & Coml. Mgr.; Paul Taylor, Prog. Dir.; Howard Sheets, Chief Engr. **Services:** World.

GAINESVILLE, WRUF-FM—281, 104.1 mc, B. U. of Florida (WRUF), Campus, U. of Fla. Tel.: 2000, Ext. 468. Maj. Garland Powell, Dir.; Paul Acosta, Coml. Mgr.; James J. Sharp, Prog. Dir.; Sewell Brown, Prod. Mgr.; Duane F. McConnell, Chief Engr. Rep.: Burn-Smith. **Services:** Lang-Worth, SESAC, AP.

JACKSONVILLE, WJAX-FM, 236, 95.1 mc, 11.5 kw, B. City of Jacksonville (WJAX), #1 Broadcast Place. Tel.: 4-1681. George A. Pierce, Comr. in Chg.; John T. Hopkins 3d, Gen. & Coml. Mgr. & Chief Engr.; Evelyn Boote, Prog. Dir. Rep.: Blair Cummings (SE). **Services:** Thesaurus, Associated, AP.

JACKSONVILLE, WJHP-FM—Est. May, 1947—345, 96.9 mc, 34 kw, B. The Metropolis Co. (WJHP). 500 Laura St. Tel.: 5-6700. John H. Perry, Pres.; C. S. Veal, Gen. Mgr.; Beecher Hayford, Chief Engr. Rep.: Perry. **Services:** Lang-Worth, Associated.

JACKSONVILLE 7, WMBR-FM—Est. Sept., 1948—241, 96.1 mc, 47 kw, B. Florida Broadcasting Co. (WMBR), 605 South Main St. Tel.: 94477. Frank King, Pres. & Gen. Mgr.; Glen Marshall Jr., Coml. Mgr.; Kay Stanley, Prog. Dir.; E. B. Vordermark, Chief Engr. Rep.: Avery-Knodel. **Services:** Associated, UP.

MIAMI 35, WGBS-FM—Est. Sept., 1948—242, 96.3 mc, 1 kw, B. Fort Industry Co. (WGBS), 1605 Biscayne Blvd. Tel.: 9-2401. George B. Storer, Pres.; Stanton P. Kettler, Gen. Mgr.; Miller N. Babcock, Coml. Mgr.; Ewald Kockritz, Prog. Dir.; Albert Shropshire, Chief Engr. Rep.: Katz. **Services:** Thesaurus, Lang-Worth, AP.

MIAMI 30, WIOD-FM—Sept., 1946—247, 97.3 mc, 54 kw, B. Isle of Dreams Bcstg. Corp. (WIOD), 600 Biscayne Blvd. Tel.: 3-6444. Daniel J. Mahoney, Pres.; James M. LeGate, Gen. Mgr.; Robert L. Fidlar, Coml. Mgr.; Scott Bishop, Prog. Dir.; Milton C. Scott, Chief Engr. **Services:** Associated, Standard, UP, AP, INS.

MIAMI 31, WQAM-FM—Est. Sept., 1946—235, 94.9 mc, 49 kw, B. Miami Bcstg. Co. (WQAM), P. O. Box 3741. Tel.: 2-6121. John S. Knight, Pres.; Owen F. Uridge, Gen. Mgr.; Harry Camp, Coml. Mgr.; Marjorie Christopher, Prog. Dir.; Gene Rider, Chief Engr. **Services:** Associated, World, AP.

MIAMI 32, WWPB-FM—Est. April, 1948—268, 101.5 mc, 8.5 kw, B. Paul Brake (WWPB), 414 S.W. 2nd Ave. Tel.: 3-7405. Paul Brake, Owner, Gen. & Coml. Mgr.; Charles Green, Prog. Dir.; Ralph Kiibler, Chief Engr. Rep.: Lorenzen & Thompson. **Services:** World, AP.

MIAMI BEACH 39, WKAT-FM—Est. Dec., 1947—226, 93.1 mc, 1 kw, B. WKAT Inc. (WKAT), 1759 North Bay Road. Tel.: 5-5711. A. Frank Katzentine, Pres.; John I. Prosser, Exec. Vice Pres. & Gen. & Coml. Mgr.; Gordon N. Waltz, Prog. Dir.; Arthur P. Smith Jr, Chief Engr. Rep.: Weed. **Services:** Standard, Cole, UP.

MIAMI BEACH, WLRD(FM)—Est. Nov., 1948—230, 93.9 mc, 13 kw, B. Mercantile Bcstg. Co., 420 Lincoln Rd. Tel.: 5-3459. Alan H. Rosenson, Pres. & Gen. Mgr. **Services:** Lang-Worth, Capitol, AP.

ORLANDO, WHOO-FM—Est. April, 1948—243, 96.5 mc, 59 kw, B. Orlando Daily Newspapers (WHOO), Ft. Gatlin Hotel. Tel.: 2-0773. Martin Anderson, Pres.; John A. Buning, Gen. Mgr.; Clarence Bracey, Coml. Mgr.; Freda C. Hitlon, Prog. Dir.; Gene Dashiell, Chief Engr. Rep.: Hollingbery **Services:** Capitol, AP.

PALM BEACH, WWPG-FM—Est. Dec., 1946—250, 97.9 mc, 22 kw, B. Palm Beach Bcstg. Corp. (WWPG). South Ocean Blvd. Tel.: 2-1515. Charles E. Davis, Pres.; Clyde L. Walkden, Chief Engr. **Services:** Lang-Worth, Thesaurus, World, AP

PENSACOLA, WCOA-FM—Est. Mar., 1947—255, 98.9 mc, 7.5 kw, B. Pensacola Bcstg. Co. (WCOA), San Carlos Hotel. Tel.: 4111. John H. Perry, Pres.; J. Holliday Veal, Gen. Mgr.; William G. Champlin, Coml. Mgr.; Thomas A. Carswell, Prog. Dir.; Harold Heath, Chief Engr. **Services:** Capitol, Associated, UP.

ST. PETERSBURG, WTSP-FM, 273, 102.5 mc, 37 kw, B. Pinellas Bcstg. Co. (WTSP), Times Bldg. Tel.: 7-8108. N. P. Poynter, Pres.; H. T. Anderson, Gen. Mgr.; A. T Reagin, Coml. Mgr.; Jack Faulkner, Prog. Dir.; W. D. Mangold, Chief Engr. Rep.: Pearson. **Services:** World, Capitol, UP.

TALLAHASSEE, WTAL-FM—Est. Aug., 1947—280, 103.9 mc, 710 w. John H. Phipps (WTAL). P. O. Box 989. Tel.: 2160. John H Phipps, Pres.; L. Herschel Graves, Gen. Mgr.; W. A. Snowden Jr., Chief Engr. **Services:** Associated, AP.

TAMPA 1, WDAE-FM—Est. Nov., 1947—289, 105.7 mc, 26 kw, B. Tampa Times Co. (WDAE), 114 N. Franklin St. Tel.: M 2911. David E. Smiley, Pres.; L. Spencer Mitchell, Gen. & Coml. Mgr.; Kenneth W Skelton, Prog Dir.; Wm. Pharr Moore, Chief Engr. Rep.: Katz. .**Services:** Associated, AP.

TAMPA, WFLA-FM—227, 93.3 mc, 53 kw, B. Tribune Co. (WFLA), P.O. Box 1410. Tel.: H-1828. J. S. Mims, Tribune Publ.; C. G. Baskerville, Gen. Mgr.; Bert Arnold, Coml. Mgr.; P. M. Jones, Prog. Dir.; J. H. Mitchell, Chief Engr. Rep.: Blair, Cummings. **Services:** Thesaurus, Lang-Worth, UP.

WEST PALM BEACH, WJNO-FM—Est. May, 1948—254, 98.7 mc, 49 kw, B. WJNO, Inc. (WJNO). 1500 N. Flagler Dr. Tel.: 2-3638. Marshall Heminway, Pres.; Stephen P. Willis, Gen. & Coml. Mgr.; Vernon Crawford, Prog. Dir.; Otis C. Wright, Chief Engr. Rep.: Meeker. **Services:** Standard, Capitol, UP.

GEORGIA

ATHENS, WGAU-FM—Est. Oct., 1948—258, 99.5 mc, 4.4 kw, B. J. K. Patrick & Co. (WGAU), Bobbin Mill Road. Tel.: 1741-1742. C. A. Rowland, Pres.; R. Lewis Doster, Gen. Mgr.; Bill Evans, Chief Engr. **Services:** Standard, Keystone, AP.

ATLANTA 3, WAGA-FM—Est. May, 1948—277, 103.3 mc, 10 kw, B. Liberty Bcstg. Co. (WAGA), Western Union Bldg. Tel.: Main 5900. George B. Storer, Pres.; James E. Bailey, Gen. Mgr.; Claude Frazier, Coml. Mgr.; William McCain, Prog. Dir.; Paul Cram, Chief Engr. Rep.: Katz. **Services:** Lang-Worth, AP, INS.

ATLANTA, WATL-FM—Est. May, 1948—248, 97.5 mc, 44 kw, B. Atlanta Bcstg. Co. (WATL), Henry Grady Bldg. Tel.: Walnut-4377. J. W. Woodruff Sr., Pres. & Gen. Mgr.; James A. Davenport, Coml. Mgr.; A. R. Bruckner Jr., Prog. Dir.; George A. Beard, Chief Engr. **Services:** Standard, UP.

ATLANTA 2, WBGE-FM—Est. June, 1947—238, 95.5 mc, 20 kw, B. General Bcstg. Co., Georgian Terrace Hotel. Tel.: Vernon 1194. Mike Benton, Pres.; M. C. Coleman, Gen. Mgr.; David J. Holt, Chief Engr. **Services:** Capitol, Lang-Worth, Cole, AP.

ATLANTA, WCON-FM—Est. July, 1948—253, 98.5 mc, 54 kw, B. Constitution Publishing Co. (WCON), Constitution Building. Tel.: Walnut 6565. Clark Howell, Pres.; David Carpenter, Gen. Mgr.; Crenshaw Bonner, Sales Mgr.; Warde Adams, Prog. Dir.; Harvey Aderhold, Chief Engr. **Services:** World, AP, UP.

ATLANTA 1, WGST-FM—Est. Nov., 1947—231, 94.1 mc, 345 kw, B. Univ. Sys. of Georgia, Forsyth Bldg. Tel.: Walnut 8441. F. M. Sparatlin, Pres.; John Fulton, Gen. & Coml. Mgr.; Jack Kelly, Prog. Dir.; Ben Akerman, Chief Engr. Rep.: Hollingberry. **Services:** Lang-Worth, Thesaurus, AP.

ATLANTA, WSB-FM—Est. Oct., 1948—283, 104.5 mc, 50 kw, B. Atlanta Journal Co. (WSB-TV & WSB), 7 N. Forsyth St., N.W. Tel.: Walnut-5050. J. Leonard Reinsch, Mgng. Dir.; John M. Outler Jr., Gen. Mgr.; Frank Gaither, Coml. Mgr.; Marcus Bartlett, Prog. Dir.; C. F. Daugherty, Chief Engr. **Services:** Associated, Standard, AP, UP.

CEDARTOWN, WGAA-FM—Est. Sept. 1948—241, 96.1 mc, 5.5 kw, B. Northwest Ga. Bcstg. Co. (WGAA), West Theatre Bldg. Tel.: 777. O. C. Lam, Pres.; William B. Estes, Gen. & Coml. Mgr.; Rowena Whitfield, Prog. Dir.; Gary C. Hunt, Chief Engr. **Services:** World, Keystone, AP.

COLUMBUS, WDAK-FM, 300, 107.9 mc, 10.4 kw, B. Radio Columbus (WDAK), Martin Bldg. Tel.: 5447. Allen M. Woodall, Pres. & Gen. Mgr.; M. H. Ferguson, Coml. Mgr.; John Nolan, Prog. Dir.; Randy Jones, Chief Engr. Rep.: Headley-Reed. **Services:** World, AP.

COLUMBUS, WGBA-FM—Est. Dec., 1946—236, 95.1 mc, 9 kw, B. Georgia-Alabama Bcstg. Corp. (WGBA), 1213½ Broadway. Tel.: 3-3603. A. H. Chapman, Pres.; W. S. Massie, Gen. Mgr.; Glen Watkins, Coml Mgr.; William Rhodes, Prog. Dir.; John H. Wisely, Chief Engr. **Services:** Associated, Capitol, AP.

COLUMBUS, WRBL-FM—Est. Nov., 1946—227, 93.3 mc, 46.2 kw, A. Columbus Bcstg. Co. (WRBL), 1420 Second Ave. Tel.: 2-0601. J. W. Woodruff, Pres.; J. W. Woodruff Jr., Exec. & Coml. Mgr.; George Gingell, Prog. Dir.; Joseph A. Gamble, Chief Engr. Rep.: Hollingbery. **Services:** Lang-Worth, Standard, UP, INS.

LaGRANGE, WLAG-FM—Est. Oct., 1948—281, 104.1 mc, 5.1 kw, B. LaGrange Bcstg. Co. (WLAG) 307 Broome St. Tel.: 8222 Roy C. Swank, Pres.; Edwin Mullinax, Gen. & Coml. Mgr.; John K. Boggess, Prog. Dir.; J. M. McKay, Chief Engr. Rep.: McGillvra. **Services:** Standard, UP.

MACON, WBML-FM—Est. Feb., 1947—264, 100.7 mc, 50 kw, B. Middle Georgia Bcstg. Co. (WBML). First National Bank Bldg. Tel.: 2728. E. D. Black, Pres.; Charles W. Pittman, Gen. Mgr.; Walter Graham, Coml. Mgr.; Mary Hester Richardson, Prog. Dir.: H. S. Goodrich, Chief Engr. Rep.: Taylor-Borroff. **Services:** World, AP.

MACON, WMAZ-FM—Est. Feb., 1947—256, 99.1 mc, 32 kw, B. Southeastern Bcstg. Co. (WMAZ). Bankers Insurance Bldg. Tel.: 3131. George P. Rankin, Pres. & Chief Engr.; Wilton E. Cobb, Gen. Mgr.; "Red" Cross, Coml. Mgr.; Frank Hubbs, Prog. Dir. **Services:** Lang-Worth, UP, INS.

MACON, WNEX-FM—Est. Oct., 1948—245, 96.9 mc, 41 kw, A. Macon Bcstg. Co. (WNEX), Bibb Bldg. Tel.: 8211. E. M. Lowe, Pres.; Alfred Lowe, Gen. Mgr. & Prog. Dir.; James Weathers, Coml. Mgr.; A. C. Kibler, Chief Engr. Rep.: Forjoe. **Services:** Capitol, AP.

NEWMAN, WCOH-FM—Est. March, 1948—222, 92.3 mc, 4.2 kw, B. Newman Bcstg. Co. (WCOH). Tel.: 1400. James Thomasson, Gen. & Coml. Mgr.; J. P. Brannon Jr., Prog. Dir.; Walter O. Welch, Chief Engr. **Services:** World, AP.

ROME, WRGA-FM—Est. Mar., 1947—293, 106.5 mc, 1.4 kw, B. Rome Bcstg. Corp. National City Bank Bldg. Tel.: 6589. John W. Quarles, Pres.; Happy Quarles, Gen. Mgr.; Pinkie Talley, Coml. Mgr.; Jim Roberts, Prog. Dir.; R. L. Starr, Chief Engr. Rep.: Walker. **Services:** Lang-Worth, UP.

SAVANNAH, WSAV-FM—Est. Feb., 1947—262, 100.3 mc, 15.5 kw, B. WSAV Inc. (WSAV). Liberty Natl. Bank Bldg. Tel.: 3-0234. Herben Daniel, Pres. & Gen. Mgr.: J. W. Slates, Coml. Mgr.; James L. Woods, Prog. Dir.; Meredith E. Thompson, Chief Engr. **Services:** Thesaurus, AP.

SAVANNAH, WTOC-FM—Est. Nov., 1946—247, 97.3 mc, 43 kw, B. Savannah Bcstg. Co. (WTOC). 516 Abercorn St. Tel.: 2-0127. William T. Knight Jr., Pres. & Gen. Mgr.; Ben Williams, Coml. Mgr.; Dwight Bruce, Prog. Dir.; Reeve Owen Chief Engr. **Services:** World, Lang-Worth, UP.

TOCCOA, WLET-FM—Est. Nov. 1947—275, 102.9 mc, 10 kw, B. R. G. LeTourneau 423 Prather Bridge Rd. Tel.: 544. R. G. LeTourneau, Pres.; Virgle E. Craig Gen. Mgr.; Sam A. Gaines, Coml. Mgr.; Carroll S. Lee, Prog. Dir.; J. Carl Meeks, Chief Engr. **Services:** Associated, UP.

VALDOSTA, WGOV-FM—223, 92.5 mc, 7 kw, B. E. D. Rivers (WGOV), Daniel Ashley Hotel, Tel.: 1420-1421. E. D. Rivers, Owner, Gen. & Coml. Mgr.; J. H. McKnight, Sales Supvr.; John Evans, Prog. Dir.; Ralph Dennis, Chief Engr. Rep.: Pearson. **Services:** World, UP.

WEST POINT, WRLD-FM—Est. Aug., 1947—275, 102.9 mc, 10.2 kw, B. Valley Bcstg. Co., General Tyler Hotel. Tel.: 437. L. J. Duncan, Pres. & Gen. Mgr.; C. E. Lifsey, Coml. Mgr.; Aline Love, Prog. Dir.; R. R. McGill, Chief Engr. **Services:** World, AP.

IDAHO

BOISE, KIDO-FM—Est. Jan., 1947—291, 106.1 mc, 7 kw, B. KIOD Inc. (KIDO) Hotel Boise. Tel.: 660. Georgia M. Davidson, Pres.; Walter E. Wagstaff, Gen. Mgr. **Services:** World, AP, UP.

NAMPA, KFXD-FM—Est. Jan., 1947—270, 101.9 mc, 2.5 kw, B. Frank E. Hurt & Son (KFXD), 1024 12th Ave. So. Tel.: 1200. Frank E. Hurt, Pres.; Doyle Cain, Gen. & Coml. Mgr.; Shirl Black, Prog. Dir.; Edward Hurt, Chief Engr. **Services:** Lang-Worth, SESAC, Thesaurus, UP.

POCATELLO, KSEI-FM—Est. Aug., 1947—243, 96.5 mc, 1.8 kw, B. Radio Service Corp. (KSEI), Hotel Whitman. Tel.: 960. O. P. Soule, Pres.; Henry H. Fletcher, Gen. & Coml. Mgr.; Ruthe A. Fletcher, Prog. Dir.; Ellis W. Call, Chief Engr. **Services:** Standard, Lang-Worth, Cole, UP.

TWIN FALLS, KTFI-FM—Est. Oct., 1947—259, 99.7 mc, 3 kw, B. Radio Bcstg. Corp. (KTFI), 241 Main Ave. W. Tel.: 2400. O. P. Soule, Pres.; F. M. Gardner Gen. & Coml. Mgr.; Lenore Parker, Prog. Dir.; George Malone, Chief Engr. Rep.: Weed. **Services:** Lang-Worth, Standard, UP.

ILLINOIS

ALTON, WOKZ-FM—Est. June, 1948—260, 99.9 mc, 9.1 kw, B. Illinois-Alton Bcstg. Co. (WOKZ), Hotel Stratford. Tel.: 3-5506. J. R. Paulos, Gen. Mgr.; Oscar Jaeger, Coml. Mgr; A. E. Riehl, Prog. Dir.; Thomas Payton, Chief Engr. Rep. Sears & Ayer. **Services:** Lang-Worth, AP.

AURORA, WBNU—Est. March, 1948—280. 103.9 mc, 1 kw, A. Copley Press Inc., Leland Hotel. Tel.: 4040. Bob Diller, Gen. Mgr.; Chick Hearn, Coml. Mgr. & Sports Dir.; Jack Cunningham, Chief Engr. Rep.: Sears & Ayer. **Services:** World, AP.

BLOOMINGTON, WJBC-FM—Est. April, 1948—268, 101.5 mc, 45 kw, B. Bloomington Bcstg. Corp. (WJBC), 209 E. Washington St. Tel.: 5281. Loring Merwin, Pres.; Hale Bondurant, Gen. Mgr.; Joseph J. Hannie, Coml. Mgr.; Joseph J. Glass, Prog. Dir.; Fred Bailey, Chief Engr. **Services:** Lang-Worth, UP.

BROOKFIELD, WRGK(FM)—Est. July, 1947—276, 103.1 mc, 250 w, A. George M. Ives, 4221 Arthur Ave. Tel.: 6519. George M. Ives, Pres. & Gen. Mgr.; Rose T. Ives, Prog. Dir.; Lee Bigos, Chief Engr. **Service:** World.

CANTON, WBYS-FM—265, 100.9 mc, 0.65 kw, A. Fulton County Bstg. Co. (WBYS), E. Linn St. Limits. Tel.: 1877. Harold R. Winsor, Pres.; C. H. Quick, Gen. & Coml. Mgr.; Elizabeth Sawyer, Prog. Dir.; J. M. Stockberger, Chief Engr. **Services:** Lang-Worth, World, AP.

CARBONDALE, WCIL-FM—Est. June, 1948—264, 100.7 mc, 5.9 kw, B. Southern Illinois Bcstg. Partnership (WCIL), 219 N. Main St. Tel.: 167 or 765. Paul F. McRoy, Pres. & Gen. Mgr.; Walter Schafer, Coml. Mgr.; Marion Sawyer, Chief Engr. **Services:** World, Capitol, AP.

CHAMPAIGN, WDWS-FM—Est. Nov., 1948—248, 97.5 mc, 27 kw, B. Champaign News-Gazette Inc. (WDWS), 48 Main St. Tel.: 5252. J. A. McDermott, Gen. Mgr.; Marc Howard, Coml. Mgr.; Jack R. Baumn, Chief Engr. Rep.: Meeker. **Services:** World, UP.

CHICAGO 11, WBBM-FM—Est. Nov., 1941—257, 99.3 mc, 13.5 kw, A. Columbia Bcstg. System (WBBM). 410 N. Michigan Ave. Tel.: Whitehall 4-6000. H. Leslie Atlass, V. P.; Frank B. Falknor, Gen. Mgr.; E. H. Shomo, Coml. Mgr.; Val Sherman, Prog. Dir.; George Sherman, Chief Engr. **Services:** World, AP, UP, INS.

CHICAGO 1, WBIK—242, 96.3 mc, 17 kw, B. Balaban & Katz Corp. (WBKB-TV), 190 N. State St. Tel.: Randolph 6-8210. John Balaban, Gen. Mgr.; John Mitchell, Coml. Mgr.; A. H. Brolly, Chief Engr.

CHICAGO 11, WCFL-FM—282, 104.3 mc, 22 kw, B. Chicago Federation of Labor (WCFL), 666 Lake Shore Drive. Tel.: Mohawk 4-2400. William A. Lee, Pres.; Maurice Lynch, Gen. Mgr.; George F. Isaac, Coml. Mgr.; Howard T. Keegan, Prog. Dir.; Charles Willett, Chief Engr. Rep.: Bolling. **Services:** Associated, UP.

CHICAGO 3, WEFM(FM)—Est. Feb., 1940—258, 99.5 mc, 16 kw, B. Zenith Radio Corp., 135 S. La Salle. Tel.: State 2-1357. E. F. McDonald Jr., Pres.: Ted Leitzell, Gen. Mgr.; Violet Kmety, Prog. Dir., Ross Utter, Chief Engr. **Services:** Thesaurus, Standard.

CHICAGO 6, WENR-FM—234, 94.7 mc, 40 kw, B. American Bcstg. Co. (WENR), 20 N. Wacker Dr. Tel.: Delaware 7-1900. Mark Woods, Pres.; John Norton Jr., V.P.; Roy McLaughlin, Gen. & Coml. Mgr.; Harold Stokes, Prog. Dir.; Edward Horstman, Chief Engr. **Services:** Standard, AP, UP, INS.

CHICAGO 1, WFMF—262, 100.3 mc, 33 kw. B. WJJD Inc. (WJJD), 230 N. Michigan Ave. Tel.: State 2-5466. Marshall Field, Pres.; Arthur F. Harre, Gen. Mgr.; F. G. Harm, Coml. Mgr.; Mark Russell, Prog. Dir.; W. F. Myers, Chief Engr. Rep.: Avery-Knodel. **Services:** Standard, Associated, UP.

CHICAGO 11, WGNB(FM)—Est. Sept., 1941—254, 98.7 mc, 40 kw, B. WGN Inc. (WGN), 441 N. Michigan. Tel.: Superior 7-0100. Frank P. Schreiber, Mgr.; Wm. A. McGuineas, Coml. Mgr.; Walter J. Preston, Prog. Dir.; Carl J. Meyers, Dir. of Engr. **Services:** Capitol, Standard, AP, UP.

CHICAGO 54, WMAQ-FM—Est. Oct., 1948—266, 101.1 mc, 24 kw, B. National Bcstg. Co. (WMAQ-WNBQ), Merchandise Mart. Tel.: Superior 7-8300. Niles Trammell, Pres.; I. E. Showerman, V.P. & Gen. Mgr.; Oliver Morton, Sales Mgr.; Arthur Jacobson, Prog. Mgr.; Harold A Smith, Prom. Mgr.; Howard C. Luttgens, Chief Engr. Rep.· NBC Spot. **Services:** Thesaurus, AP, UP, INS.

CHICAGO 10, WMBI-FM—Est. Nov., 1941—238, 95.5 mc, 50 kw, B. Moody Bible Inst. of Chi. (WMBI), 153 Inst. Place. Tel.: Michigan 2-1570. Robert L. Constable, Gen. Mgr.; Robert O. Parsons, Prog. Dir.; A. P. Frye, Chief Engr. **Services:** World, UP.

CHICAGO 11, WXRT—Est. Aug., 1948—270, 101.9 mc, 25 kw, B. Radio Station WXRT (WSBC), Sheraton Hotel. Tel.: Monroe 9060. Robert O. Miller, Gen. Mgr. **Services:** Cole, SESAC, MacGregor, UP.

CICERO 50, WEHS, 250, 97.9 mc, 10 kw, B. WHFC Inc. (WHFC), 6138 W. Cermak Rd. Tel.: Olympic 4305; Rockwell 7756. R. W. Hoffman, Pres.; M. E. Clifford, Station Mgr.; A. Vann, Coml. Mgr.; R. Mueller, Prog. Dir.; E. P. Hayes, Chief Engr. **Services:** Lang-Worth, World, Capitol, UP.

DECATUR 70, WSOY-FM—Est. Nov., 1946—271, 102.1 mc, 31.2 kw, B. Commodore Bcstg. Inc. (WSOY), Route 48, N. Jasper St. Tel.: 5371. F. W. Schabu, Pres. (CBI); Merrill Lindsay, Gen. Mgr.; Charles F. Bruce, Coml. Mgr.; Bernard J. Johnson, Prog. Dir.; Milburn H. Stuckwish, Tech. Dir. **Services:** Lang-worth, AP.

ELMWOOD PARK, WLEY—Est. March, 1948—296, 107.1 mc, 0.32 kw A. Elmwood Park Bcstg. Corp., 2526 N. Harlem Ave. Tel.: Gladstone 3-5466. Zeb Zarnecki, Pres.; Wm. H. Scott, V.P., Gen. Mgr. & Coml. Mgr.; Marc Angelo, Prog. Dir.; Andrew Boffo, Chief Engr. **Services:** SESAC, AP.

EVANSTON, WEAW(FM)—Est. Feb., 1947—286, 105.1 mc, 665 w, B. North Shore Bcstg. Co. Inc., 2425 Main St. Tel.: University 4-4606. Edward A. Wheeler, Pres. & Gen. Mgr.; Rex Gay Jr., Coml. Mgr.; Doris Peterson, Prog. Dir.; Louis Craig, Chief Engr. **Services:** Associated, UP.

FREEPORT, WFJS(FM), 273, 102.5 mc, 9 kw, B. Freeport Journal-Standard Publishing Co., 217 W. Exchange St. Tel.: State 504. Donald L. Breed, Pres. & Gen. Mgr.; Paul E. Sammon, Coml. Mgr.; Lester W. Boese, Prog. Dir.; Floyd Linnerman, Chief Engr. **Services:** Capitol, Associated, AP.

HARRISBURG, WEBQ-FM—Est. Jan., 1948—260, 99.9 mc, 4.2 kw, B. Harrisburg Bcstg. Co. (WEBQ), 100 E. Poplar St. Inglis M. Taylor, Gen. & Coml. Mgr.; Wanda O. Raley, Prog. Dir.; Elmer Gladson, Chief Engr.. **Services:** UP.

HERRIN, WJPF-FM—Est. Dec., 1947—253, 98.5 mc, .5 kw, B. Orville W. Lyerla (WJPF), P. O. Box 179. Tel.: 382. Orville W. Lyerla, Pres.; Chas. R. Cook, Gen. Coml. Mgr Rep.: Pearson. **Services:** Standard, SESAC, UP.

JACKSONVILLE, WLDS-FM—Est. March, 1948—263, 100.5 mc, .25 kw, B. Milton Edge & E. J. Korsmeyer d/b Edge & Korsmeyer (WLDS), Fox Ill. Theatre Bldg. Tel: 1180. E. J. Korsmeyer, Gen. & Coml. Mgr.; T. J. Fairburn, Prog. Dir.; G. J. Cassens, Chief Engr. Rep.: Holman. **Services:** Standard, UP.

KANKAKEE, WKIL(FM)—Est. Sept., 1947—264, 100.7 mc, 73 kw, B. Kankakee Daily Journal Co. (WKAN), 183 North Schuyler Ave. Tel.: Main 6500. Leslie C. Small, Pres.; Bruce Brown, Station Mgr.; Ed Greeting, Coml. Mgr.; Wayne Center, Prog. Dir.; Robert Harrell, Chief Engr. Rep.: Holman. **Services:** Standard, World, AP.

MT. VERNON, WMIX-FM—Est. Sept., 1946—231, 94.1 mc, 15.2 kw, B. Mt. Vernon Radio & Television Corp. (WMIX), No. 2 Radio Center Bldg. Tel.: 3500. John R. Mitchell, Pres.; Art Milward, Gen. Mgr.; Edward Raasch, Coml. Mgr.; Bill Miller, Prog. Dir.; Adron Miller, Chief Engr. Rep.: Pearson. **Services:** Standard, World, AP.

OAK PARK, WOAK—Est. May, 1948—252, 98.3 mc, 0.77 kw, A. Gale Bcstg. Co., Hotel Guyon, Tel.: Sacramento 2-6272. Bernard Jacobs, Pres. & Gen. Mgr.

PEORIA 2, WMBD-FM—Est. April, 1947—225, 92.5 mc, 16 kw, B. Peoria Bcstg. Co. (WMBD), 212 S. Jefferson. Tel.: 7133. Edgar L. Bill, Pres.; Charles C. Caley, Exec. V. P.; Don D. Kynaston, Dir. Sales; C. E. Barnhart, Prog. Dir.; A. James Ebel, Chief Engr. Rep.: Free & Peters. **Services:** Lang-Worth, Thesaurus, AP, UP.

QUINCY, WQDI(FM)—Est. Aug., 1947—286, 105.1 mc, 13 kw, B. Quincy Newspapers, Inc., 123 South 8th St. Tel.: 1000. A. O. Lindsay, Pres.; W. Earl Dougherty, Gen. & Coml. Mgr. & Prog. Dir.; John Haerle, Chief Engr. **Services:** World, AP.

QUINCY, WTAD-FM—Est. March, 1948—258, 99.5 mc, 53 kw, B. Lee Bcstg. Inc. (WTAD), WCU Bldg. Tel.: 6200. Lee P. Loomis, Pres.; George Arnold Jr., Asst. to Pres. & Co-Mgr.; W. T. Burghart, Local Sales & Co-Mgr.; Merritt Milligan, Prog. Dir.; Walter J. Rothschild, Natl. Sales Mgr.; Urlin Whitman, Chief Engr. Rep.: Weed. **Services:** Standard, Associated, AP.

ROCK ISLAND, WHBF-FM—Est. Oct., 1947—255, 98.9 mc, 36.6 kw, B. Rock Island Bcstg. Co. (WHBF), 1800 3rd Ave. Tel.: 918. Ben H. Potter, Pres.; Leslie C. Johnson, V. P. & Gen. Mgr.; Maurice J. Corken, Coml. Mgr.; Forest W. Cooke, Prog. Dir.; Robert J. Sinnett, Chief Engr. Rep.: Avery-Knodel. **Services:** Associated, Lang-Worth, AP, UP.

SPRINGFIELD, WCVS-FM—Est. Mar., 1947—275, 102.9 mc, 25 kw, B. WCVS Inc. (WCVS), 523 E. Capitol. Tel.: 9855. H. L. Dewing, Pres.; C. W. Neeld, Gen. Mgr.; John Geil, Prog. Dir Rep: Sears & Ayer. **Services:** World, AP.

SPRINGFIELD, WTAX-FM—Est. May, 1948—279, 103.7 mc, 6.7 kw, B. WTAX Inc. (WTAX), Route 66 at E. Cook St. Tel.: 2-4441. Oliver J. Keller, Pres. & Gen. Mgr.; Shelby Harbison, Coml. Mgr.; O. J. Keller Jr., Prog. Dir.; E. C. Swaringen, Chief Engr. Rep.: Weed. **Services:** Lang-Worth, SESAC, UP.

WAUKEGAN, WKRS—Est. July, 1948—294, 106.7 mc, 12 kw, B. Keystone Printing Service Inc., P. O. Box 500. Tel.: Ontario 9000. Frank H. Just, Pres.; Joseph B. Kirby, Gen. & Coml. Mgr.; Murphy D. Hunnicutt, Chief Engr. **Services:** World, AP.

WOODSTOCK, WILA—221, 92.1 mc, 1 kw, A. Northern Ill. Bcstg. Co.

INDIANA

COLUMBUS, WCSI—Est. Aug., 1947—229, 93.7 mc, 71 kw, B. Syndicate Theaters Inc., Mode Theatre Bldg. Tel.: 3397. Joseph P. Finneran, Pres.; Graeme Zimmer, Gen. Mgr.; Bernard Jasper, Coml. Mgr.; Richard Neher, Prog. Dir.; Russell Newman, Chief Engr. Rep.: McGeehan & O'Mara. **Services:** Associated, World, AP.

CONNERSVILLE, WCNB-FM—Est. Feb., 1948—262, 100.3 mc, 7.7 kw, B. News-Examiner Co. (WCNB), 406 Central Ave. Tel.: 1950. Emmett M. Jackson, Gen. & Coml. Mgr.; Evaree Walters, Prog. Dir.; James C. Wulliman, Chief Eng. **Services:** Thesaurus, Capitol, UP.

CRAWFORDSVILLE, WFMU—Est. Feb., 1948—275, 102.9 mc, 14 kw, B. South Blvd. Tel.: 2500. Foster Fudge, Own.; Frank Knebel, Gen. Mgr.; Max Jones, Prog. Dir.; Ed Guillion, Spec. Events; Charles Adams, Engr.; Richard Paulsen, Engr. **Services:** Standard, AP.

ELKHART, WTRC-FM—Est. April, 1948—264, 100.7 mc, 33 kw, B. Truth Publishing Co. (WTRC), 116 S. Second St. Tel.: 948. R. R. Baker, Gen. Mgr.; Dick Holloway, Coml. Mgr.; Howard Hoffman, Prog. Dir.; L. W. Zellmer, Chief Engr. Rep.: Burn-Smith. **Services:** Associated, UP.

EVANSVILLE, WIKY-FM—Est. Aug., 1948—281, 104.1 mc, 19 kw, B. South Central Bcstg. Corp. (WIKY) Mt. Auburn Rd. Tel.: 48284. John A. Engelbrecht, Pres., Gen. & Coml. Mgr. & Prog. Dir.; George F. Stoltz, Chief Engr. Rep.: Burn-Smith. **Services:** Capitol, Associated, AP.

EVANSVILLE, WMLL—Est. Aug., 1941—233, 94.5 mc, 20 kw, B. On the Air Inc., 519 Vine St. Tel.: 21171. Clarence Leich, Gen. Mgr.; Mrs. Pat Roper, Prog. Dir.; Erwin Schoeny, Chief Engr. Rep.: Weed. **Services:** World, UP.

FORT WAYNE, WFTW-FM—Est. Aug., 1948—279, 103.7 mc, 3.38 kw, B. Ft. Wayne Bcstg. Inc. (WFTW), 220 E. Jefferson St. Tel.: Anthony 2295. Edward G. Thoms, Pres. & Gen. Mgr.; William R. Aldrich, Sales Mgr.; Paul Price, Prog. Dir.; Eugene Chase, Chief Engr. Rep.: Burn-Smith. **Services:** Associated, UP.

(Continued)

Air Features
INCORPORATED

› › ›

› › ›

247 PARK AVENUE
NEW YORK CITY

(Continued)

FORT WAYNE 6, WKJG-FM—Est. June, 1948—291, 106.1 mc, 24.5 kw, B. Northeastern Indiana Bcstg. Co. Inc. (WKJG), 3802 South Calhoun. Tel.: Harrison 6111. William A. Kunkel Jr., Pres.; Hilliard Gates, Station Mgr.; Norman H. Stewart, Sales Mgr.; Calo O. Mahlock, Prog. Mgr.; T. J. Copeland, Chief Engr. Rep.: Raymer. **Services:** World, AP, UP.

FORT WAYNE 2, WOWO-FM—Est. Oct., 1942—241, 96.1 mc, 16.5 kw, B. Westinghouse Radio Stations Inc. (WOWO), 925 S. Harrison St. Tel.: Anthony 2136. Walter Evans, Pres.; J. B. Conley, Gen. Mgr.; R. G. Duffield, Station Mgr.; Paul E. Mills, Sales Mgr.; Carl Vandergrift, Prog. Mgr. Bruce Ratts, Chief Engr. Rep.: Free & Peters. **Services:** Capitol, UP.

HAMMOND, WJIZ-FM—Est. Mar., 1948—222, 92.3 mc, 20 kw, B. South Shore Bcstg. Corp. (WJOB), 449 State. Tel.: Sheffield 8400. Robert C. Adair, Pres. & Gen. Mgr.; L. B. Weller, Coml. Mgr.; Frank J Reynolds, Prog. Dir.; Jess Peters, Chief Engr. Rep.: McGillivra. **Services:** SESAC, Associated, UP.

INDIANAPOLIS, WXLW-FM—Est. Sept., 1948—234, 94.7 mc, 20 kw, B. Radio Indianapolis Inc. (WXLW), Indianapolis Athletic Club. Tel.: Riley-4446. Samuel R. Sutphin, Pres.; George S. Losey, Sta. Mgr.; Samuel R. White, Coml. Mgr.; Harry Lukins, Prog. Dir.; Charles Alter, Chief Engr. Rep.: Burn-Smith. **Services:** World, Capitol, UP.

KOKOMO, WKMO-FM—Est. Mar., 1948—260, 99.9 mc, 31 kw, B. Kokomo Bcstg. (WKMO), 400½ North Main St. Tel.: 5171. Dr. R. S. Taylor, Pres.; J. W. Jordan, Gen. Mgr.; Bert Julian, Coml. Mgr.; Don Cripe, Prog. Mgr.; Dick Hageman, Prod. Mgr.; George Palmer, Chief Engr. Rep.: Meeker. **Services:** Standard, UP.

LAFAYETTE, WFAM-FM—Est. July, 1948—236. 95.1 mc, 12 kw, B. WFAM Inc. (WASK), Wallace Bldg. Tel.: 4300. O. E. Richardson, Pres., Gen. & Coml. Mgr.; Harry Garba, Chief Engr. Rep.: McGillvra. **Services:** World, UP.

MARION, WMRI(FM)—Est. Dec., 1948—295, 106.9 mc, 33 kw, B. Chronicle Pub. Co. 610 S. Adams St. Tel.: 4059. Gardner J. Thomas, Pres.; Guy B. Farnsworth, Gen. Mgr.; Dane Ulrich, Chief Engr. **Services:** Lang-Worth, Capitol.

MUNCIE, WMUN(FM)—Est. Oct., 1947—281, 104.1 mc, 8.6 kw, B. Tri City Radio Corp., Box 271. Tel.: 4403. D. A. Burton, Pres. & Gen. Mgr.; W. F. Craig, Coml. Mgr.; Lee Allerton, Prog. Dir.; M. M. Crain, Chief Engr. Rep.: Walker. **Services:** Capitol, AP.

NEW CASTLE, WCTW(FM)—Est. Aug., 1947—276, 103.1 mc, 340 w, A. Courier-Times Inc., 202½ S. 14th St. Tel.: 2600. Walter S. Chambers Sr., Pres.; Edwin D. Ogborne, Gen. Mgr.; John F. Bundy, Coml. Mgr.; William E. Turner, Prog. Dir.; O. R. Atkinson, Chief Engr. **Services:** Capitol, World, AP.

SHELBYVILLE, WSRK(FM)—Est. Jan., 1948—267, 101.3 mc, 5 kw, B. Shelbyville Radio Inc., 125 E. Washington. Tel.: 1776. John C. DePrez, Pres.; Leo M. Kinman, Gen. & Coml. Mgr.; Gerald De Haan, Prog. Dir.; Harry Gourley, Chief Engr. **Services:** Standard, Thesaurus, UP.

SOUTH BEND 26, WSBF(FM)—Est. 1944—267, 101.3 mc, 20 kw, B. South Bend Tribune (WSBT). Tel.: 3-6161. F. A. Miller, Pres.; R. H. Swintz, Gen. Mgr.; N. B. Welch, Coml. Mgr.; Robert Drain, Prog. Dir.; H. G. Cole, Chief Engr. Rep.: Raymer.

TERRE HAUTE, WBOW-FM—Est. Dec., 1947—266, 101.1 mc, 20 kw, B. Banks of the Wabash Inc. (WBOW), 303 S. 6th St. Tel.: Crawford 5034. William F. Reppitae, Gen. & Coml. Mgr.; Leo J. Baxter. Prog. Dir.; Donald Aldrich, Chief Engr. Rep.: Weed. **Services:** World, AP, UP.

TERRE HAUTE, WTHI-FM—Est. Jan., 1948—260, 99.9 mc, 20 kw, B. Wabash Valley Bcstg. (WTHI), 120 S. 7th St. Tel.: Crawford 9481. Anton Hulman Jr., Pres.; J. M. Higgins, Gen. & Coml. Mgr.; Arnold C. Johnson, Prog. Dir.; T. R. Felts, Chief Engr. Rep.: Free & Peters. **Services:** Lang-Worth, UP.

WARSAW, WRSW(FM)—Est. Aug., 1948—297, 107.3 mc, 33 kw, B. Reub Williams & Sons, Times Bldg. Tel.: 155. R. B. Williams, Pres.; Reuben Williams, Gen. Mgr.; Fred Gresso, Coml. Mgr.; Irvin Hoff, Prog. Dir.; Don Ackworth, Chief Engr. **Services:** Standard, Capitol, UP.

WASHINGTON, WFML(FM)—Est. Feb., 1948—293, 106.5 mc, 14 kw, B. Washington Radio Inc., 615 S. E. 11th St. Tel.: 1810. Paul R. Bausman, Pres.; Ted Vernasco, Gen. & Coml. Mgr.; Joseph Edwards, Prog. Dir.; Roger L. Dyer, Chief Engr. **Services:** Standard, AP.

IOWA

BURLINGTON, KBUR-FM—Est. July, 1947—225, 92.9 mc, 20 kw, B. Burlington Bcstg. Co. (KBUR). National Bank Bldg. Tel.: 680. Dan T. Riley, Pres.; Gerard B. McDermott, Gen. Mgr.; David Steinle, Sales Mgr.; Richard Mosena, Prog. Dir.; John Gallino, Chief Engr. Rep.: Taylor-Borroff. **Services:** Thesaurus, UP.

CEDAR RAPIDS, KCRK(FM)—Est. Nov., 1947—245, 96.9 mc, 276 kw, B. The Gazette Co. (KCRG), 104 First St., S. W. Tel.: 4194. J. F. Hladky, V. P. & Secy.; Neil C. Conklin, Gen. & Coml. Mgr.; Wade S. Patterson, Prog. Dir.; Ken Caldwell, Chief Engr. Rep.: Pearson. **Services:** Associated, Standard, AP, INS.

CLINTON, KROS-FM—Est. Nov., 1948—241, 96.1 mc, 14 kw, B. Clinton Bcstg. Co. (KROS), Jacobsen Bldg. Tel.: 448. William S. Jacobsen, Pres.; Morgan Sexton, Gen. Mgr.; Walter Jeich, Coml. Mgr.; Robert Bodden, Prog. Dir.; Gilbert Andrew, Chief Engr. Rep.: McKinney. **Services:** Standard, UP.

COUNCIL BLUFFS, KFMX(FM)—Est. July, 1947—241, 96.1 mc, 370 kw, B. Nonpareil Bcstg. Co. (KSWI), Strand Theatre Bldg. Tel.: 4041. Robert R. O'Brien, Pres.; William E. Ware, Gen. Mgr.; Robert H. O'Brien, Coml. Mgr.; Elden Anspach, Prog. Dir.; Robert W. Hall, Chief Engr. Rep.: McKinney. **Services:** Associated, Lang-Worth, AP.

DAVENPORT, WOC-FM—Est. Oct., 1948—279, 103.7 mc, 47 kw, B. Tri-City Bcstg. Co. (WOC), 1000 Brady St. Tel.: 3-3661. Col. B. J. Palmer, Pres.; D. D. Palmer, Vice Pres. & Treas.; Ernie Sanders, Gen. Mgr.; Charles R. Freburg, Prog. Dir.; Paul Ives, Prom. Mgr.; Paul Arvidson, Chief Engr. Rep.: Free & Peters. **Services:** Thesaurus, Lang-Worth, UP.

DES MOINES, KCBC-FM—231, 94.1 mc, 260 kw, B. Majestic Bcstg. Co. (KCBC), 2323 Grand Ave. Tel.: 4-3151, George P. E. Caesar Jr., Pres.; Myles H. Johns, Exec. Vice Pres.; Rollo H. Bergeson, Vice Pres. & Gen. Mgr.; Claire E. Grant, Coml. & Prom. Mgr.; Don Purdy, Prog. Dir.; Robert Brown, Chief Engr.; Karl Peters, Vice Pres. Chg. Engr. Rep.: Weed. **Services:** Lang-Worth, AP.

DES MOINES 4, KRNT-FM—Est. Sept., 1948—283, 104.5 mc, 157 kw, B. Cowles Bcstg. Co. (KRNT), Register & Tribune Bldg. Tel.: 3-2111. Gardner Cowles, Pres.; Bob Dillion, Gen. Mgr.; Paul Elliott, Local Sales; Charles Miller, Prog. Dir.; Charles Quentin, Chief Engr. Rep.: Katz. **Services:** Standard, Associated, AP, UP, INS.

DES MOINES 9, KSO-FM—Est. May, 1948—247, 97.3 mc, 254 kw, A. Murphy Bcstg. Co. (KSO), 800 Farm Bureau Bldg. Tel.: 3-0571. Kingsley H. Murphy, Pres. & Gen. Mgr.; Max M. Friedman, Coml. Mgr.; Tom L. Shumate, Prog. Dir.; F. E. Bartlett, Chief Engr. **Service:** World.

DES MOINES, WHO-FM—Est. Feb., 1948—262, 100.3 mc, 510 kw, B. Central Bcstg. Co. (WHO), 914 Walnut St. Tel.: 3-7147. Col. B. J. Palmer, Pres.; Paul A. Loyet, Res. Mgr.; Harold Fulton, Coml. Mgr.; John H. Kerrigan Prog. Dir.; Reed E. Snyder, Chief Engr. Rep: Free & Peters. **Services:** SESAC, Lang-Worth, Thesaurus, AP, INS, UP.

DUBUQUE, KDTH-FM—Est. April, 1948—263, 100.5 mc, 180 kw, B. Telegraph-Herald (KDTH), 8th & Bluff. Tel.: 1603. F. W. Woodward, Pres.; K. S. Gordon, Gen. Mgr.; Arnie B Stierman, Prog. Dir. **Services:** Associated, AP.

DUBUQUE, WDBQ (FM)—Est. Feb., 1948—277, 103.3 mc, 15 kw, B. Dubuque Bcstg. Co. (WKBB), 505 Main St. Tel.: 572. James D. Carpenter, Pres. & Gen. Mgr.; Harry Hatzenbeuhler, Coml. Mgr; Gleason Kistler, Prog Dir.; L. Vaughn Gayman, Asst. Mgr. Rep.: Meeker. **Services:** World, UP.

FORT DODGE, KFMY (FM)—Est. Oct., 1947—274, 102.7 mc, 7 kw, B. Northwest Bcstg. Co. (KVFD), Warden Bldg. Tel.: Walnut 3761. Edward Breen, Pres. & Gen. Mgr.; Max Landis, Coml. Mgr.; Drexel Peterson, Prog. Dir.; David Sinclair, Chief Engr. Rep.: McKinney. **Services:** Lang-Worth, UP.

KEOKUK, KOKX-FM—Est. Oct., 1948—274, 102.7 mc, 3 kw, B. Keokuk Bcstg. Co. (KOKX), Fifth & Main. Tel.: 235. H. W. Stadler, Pres.; George B. J. Adkisson, Gen. & Coml. Mgr.; Robert C. Matheny, Prog. Dir.; Alvin M. Frazee, Chief Engr. **Services:** Lang-Worth, UP

MASON CITY, KGLO-FM—Est. Mar., 1948—266, 101.1 mc, 260 kw, B. Lee Radio Inc. (KGLO), 12½ 2nd N. E. Tel.: 2800. Lee P. Loomis, Pres.; Herbert R. Ohrt, Gen. Mgr.; Lloyd D. Loers, Coml. Mgr.; Bud Suter, Prog. Dir.; Roger Sawyer, Chief Engr. Rep.: Weed. **Services:** Associated, Standard, AP, UP.

SIOUX CITY 1, KSCJ-FM—Est. Aug., 1947—235, 94.9 mc, 280 kw, B. Perkins Bros. Co. (KSCJ), 415 Douglas St. Tel.: 5-7993 W. R. Perkins, Pres.; Eugene T. Flaherty, Mgr & Coml Mgr.; Elizabeth Sammonds, Prog Dir.; S. C. Dier, Chief Engr. Rep.: Hollingbery. **Services:** SESAC, Lang-Worth, World, AP.

WATERLOO, KXEL-FM—Est. Nov., 1947—289, 105.7 mc, 540 kw, B. Josh Higgins Bcstg. Co. (KXEL), 411 Insurance Bldg. Tel.: 3-3371. Joe DuMond, Pres. & Gen. Mgr.; A. J. DuMond, Coml. Mgr.; Emlyn Owne, Prog. Dir.; Donald E. Kassner, Chief Engr. Rep.: Avery-Knodel. **Service:** INS.

KANSAS

GARDEN CITY, KGAR-FM—Est. Nov., 1947—257, 99.3 mc, 250 w, A. Albert B. Pyatt (KGAR), 104 Pine. Tel.: 977. Albert B. Pyatt, Pres. & Gen. Mgr.; Don White, Coml., Prog. & Prom. Mgr.; Claude L. Hughes, Chief Engr. **Services:** Capitol, Associated, MacGregor, UP.

HUTCHINSON, KIMV (FM)—Est. Sept., 1947—289, 105.7 mc, 40 kw, B. Hutchinson Publishing Co., 28 E. Second. Tel.: 4400. John P. Harris, Pres.; Adrian C. Leonida, Gen. & Coml. Mgr.; Keith Bretz, Prog. Dir.; J. L. Dunn, Chief Engr. **Services:** World, AP.

HUTCHINSON, KWBW (FM)—Est. June, 1947—226, 93.1 mc, B. Radio Station KWBW, 101 East Ave. A. Tel.: 5205. William Wyse, Pres; Lee Biggs, Mgr.; Paul Gubbins, Coml. Mgr.; George Alden, Prog. Dir.; John Swaffor, Chief Engr. **Services:** Lang-Worth, AP.

KANSAS CITY 2, KSBS (FM)—Est. Oct., 1947—290, 105.9 mc, 43 kw, B. Sunflower Bcstg. Sys. Inc., 30 South 18th St. Tel.: ATwater 7717. Harry Butler, Pres. & Coml. Mgr.; Vern Roberts, Gen. Mgr. & Prog. Dir.; Don Ellis, Chief Engr. **Services:** Capitol, Thesaurus, UP.

TOPEKA, WIBW-FM—Est. Nov., 1946—273, 102.5 mc, 2.9 kw, B. Topeka Bcstg. Assn. Inc. (WIBW), 1035 Topeka Blvd. Tel.: 3-2377. H. S. Blake, Pres.; Ben Ludy, Gen. Mgr.; Hilton Hodges, Coml. Mgr.; Maude Carlson, Prog. Dir.; K. G. Marquardt, Chief Engr. Rep.: Capper. **Services:** Lang-Worth, Standard, AP, UP.

TOPEKA, WREN-FM—Est. July, 1948—231, 94.1 mc, 0.38 kw, B. WREN Bcstg. Co. (WREN), 411 West 10th. Tel.: 2-0505. J. S. Major, Gen. Mgr.; Larry Cotton, Coml. Mgr.; Fred Conger, Prog. Dir.; Carl Bliesner, Chief Engr. Rep.: Hollingbery. **Services:** Thesaurus, UP.

WICHITA, KFH-FM—Est. Sept., 1948—262, 100.3 mc, 130 kw, B. Radio Station KFH Co. (KFH), KFH Bldg. Frank V. Webb, Gen. Mgr.; Vernon Reed, Prog. Dir.; Amos Dadesinan, Chief Engr. Rep.: Petry. **Services:** AP, UP.

KENTUCKY

ASHLAND, WCMI-FM—Est. Oct., 1948—229, 93.7 mc, 4.4 kw, B. Ashland Bcstg. Co. (WCMI), Box 949. Tel.: 3010. Gilmore N. Nunn, Pres.; Charles C. Warren, Gen. & Coml. Mgr.; W. R. Martin, Prog. Dir.; Clarence W. Weaver, Chief Engr. Rep.: Pearson. **Services:** Thesaurus, World, UP.

BOWLING GREEN, WBON(FM)—Est. Aug. 1948.—266, 101.1 mc, 8.9 kw, B. Bowling Green Bcstg. (WLBJ), 901 Fairview Ave. Tel.: 1340. Ken D. Given, Pres. & Gen. Mgr.; Elmer A. Finley, Coml. Mgr.; Wm. Kuznitsof, Prog. Dir.; Rondal Miller, Chief Engr. Rep.: Burn-Smith. **Services:** Capitol, AP.

HENDERSON, WSON-FM—Est. June, 1947—258, 99.5 mc, 24 kw, B. Henderson Bcstg. Co. Inc. (WSON), Zion Rd. Tel.: 3923. Pierce E. Lackey, Pres.; Hecht S. Lackey, Gen. & Coml. Mgr.; Martin Schaeffer, Prog. Dir.; Vernon R. Nunn, Chief Engr. **Services:** Cole, World, AP, UP.

HOPKINSVILLE, WHOP-FM—Est. Dec., 1947—254. 98.7 mc, 22 kw, B. Hopkinsville Bcstg. Co. Inc. (WHOP), Princeton Pike. Tel.: 1025 . Pierce E. Lackey, Pres.; F. Ernest Lackey, Gen. & Coml. Mgr.; C. W. Stratton, Prog. Dir.; L. Y. Wilson, Chief Engr. Rep.: Sears & Ayer. **Services:** Lang-Worth, World, AP, UP.

LOUISVILLE, WBOX (FM)—Est. Oct., 1947—264, 100.7 mc, 29.8 kw, B. Northside Bcstg. Corp. (WGRC), Ky. Home Life Bldg. Tel.: Wabash 8871. J. Porter Smith, Pres. & Coml. Mgr.; C. L. Harris, Gen. Mgr.; Ward Hatcher, Prog. Dir.; P. W. Esten, Chief Engr. Rep.: Walker. **Services:** Standard, UP.

LOUISVILLE, WHAS-FM—Est. July, 1944—259, 99.7 mc, 24 kw, B. WHAS Inc. (WHAS, WHAS-TV) 300 W. Liberty St. Tel.: Wabash 2211. Barry Bingham, Pres.; Victor A. Sholis, Dir.; J. Mac Wynn, Sales Dir.; Peter R. Disney, Prog. Dir.; Orrin W. Towner, Tech. Dir. Rep.: Petry. **Services:** World, Muzak, Associated, Standard, SESAC.

LOUISVILLE 2, WRXW (FM)—Est. Aug., 1947—236, 95.1 mc, 16.7 kw, B. WAVE Inc. (WAVE), 334 East Broadway. Tel.: Wabash 6543. George W. Norton Jr., Pres.; Nathan Lord, Gen. Mgr.; James Cox, Coml. Mgr.; George Patterson, Prog. Dir.; Wilbur Hudson, Chief Engr. Rep.: Free & Peters. **Services:** Lang-Worth, Thesaurus, AP.

OWENSBORO, WOMI-FM—Est. Nov., 1948—223, 92.5 mc, 60 kw, B. Owensboro Bcstg. Co. (WOMI). Tel.: 420. L. W. Hager, Pres.; Hugh O. Potter, Mgr. & Coml. Mgr.; Norman Hall, Prog. Dir.; Harold I. Peters, Chief Engr. Rep.: Burn-Smith. **Services:** Lang-Worth, AP.

OWENSBORO, WVJS-FM—Est. June, 1948—241, 96.1 mc, 45 kw, B. Owensboro On The Air Inc. (WVJS), 320 Allen St. Tel.: 3408. Vincent J. Steele, Pres.; Malcolm Greep, Gen. Mgr.; John T. Rutledge, Coml. Mgr.; Lee C. Meredith, Prog. Dir.; Robert E. Jagoe, Chief Engr. Rep.: Rambeau. **Services:** World, UP.

PADUCAH, WKYC(FM)—Est. Sept., 1947—227, 93.3 mc, 32 kw, B. Paducah Newspapers Inc. (WKYB), 504 Ky. Ave. Tel.: 800. Edwin J. Paxton, Pres.; E. J. Paxton Jr., Gen. Mgr.; Sam Livingston, Coml. Mgr.; Zack Hill, Prog. Dir.; C. G. Sims, Chief Engr. Rep.: Burke, Kuipers & Mahoney. **Services:** Associated, Standard, AP.

PADUCAH, WPAD-FM—Est. Nov., 1946—245, 96.9 mc, 18 kw, B. Paducah Bcstg. Co. Inc. (WPAD), Taylor Bldg. Tel.: 4100. Pierce E. Lackey, Pres.; Prewitt Lackey, Gen. & Coml. Mgr.; Ray Mofield, Act. Dir.; U. C. Morris, Chief Engr. Rep.: Sears & Ayer. **Services:** World, AP

LOUISIANA

ALEXANDRIA, KALB-FM—Est. June, 1948—245, 96.9 mc, 3 kw, A. Alexandria Bcstg. Co. Inc. (KALB), 5th at Johnston. Tel.: 2-3335. Walter H. Allen, Pres.; T. B. Lanford, Sec.-Treas.; Willard L. Cobb, Gen. Mgr.; Walter D. Melson, Coml. Mgr.; Fred Ohl, Station Dir.; J. R. Sexton, Chief Engr. Rep.: Weed. **Services:** World, UP.

ALEXANDRIA, KPDR-FM—Est. Dec., 1947—259, 99.7 mc, 55 kw, B. Central Louisiana Bcstg. Corp. (KPDR), 1710 Jackson. E. Levy, Pres.; W. H. Dick, Gen. Mgr.; J. M. Hirsch, Coml. Mgr.; P. A. McCusker, Prog. Dir.; F. Whitehead, Prom. Mgr.; G. Peebles, Chief Engr. Rep.: Cox & Tanz. **Services:** Capitol, Thesaurus, AP.

BATON ROUGE 8, WAFB-FM—Est. June, 1948—282, 104.3 mc, 3 kw, A. Modern Bcstg. Co. (WAFB), 1048 Florida St. Tel.: 4-8571. Louis S. Prejean, Pres.; Tom E. Gibbens, Gen. & Coml. Mgr.; Max Fetly, Prog. Dir.; D. K. Allan, Chief Engr. **Services:** Thesaurus, AP.

BATON ROUGE 1, WBRL(FM)—Est. May, 1941—251, 98.1 mc, 50 kw, B. Baton Rouge Bcstg. Co. Inc. (WJBO), 444 Florida St. Tel.: 2-5271. Charles P. Manship Jr., Pres.; J. Roy Dabadie, Gen. Mgr.; Charles C. Garvey, Sales Mgr.; Ralph H. Sims, Prog. Dir.; Vernon E. Dudley, Chief Engr. Rep.: Hollingbery. **Services:** Standard, World, AP, UP.

BATON ROUGE, WLCS-FM—Est. May, 1948—266, 101.1 mc, 3 kw, B. Airwaves Inc. (WLCS), 204 North St. Tel.: 2-4411. Harry B. Nelson, Pres.; Earl H. Smith, Gen. Mgr.; Lamar Simmons, Coml. Mgr.; Horace Lyons, Prog. Dir.; Ed Van Valkenburg, Chief Engr. Rep.: Burke-Kuipers-Mahoney. **Services:** Associated, Capitol, Cole, SESAC, AP, INS.

LAFAYETTE, KVOL-FM—Est. Dec., 1948—241, 96.1 mc, 15 kw, B. Evangeline Bcstg. Co., P. O. Box 1070. Tel.: 336. George H. Thomas, Pres. & Gen. Mgr.; Evan H. Hughes, Coml. Mgr. & Prog. Dir.; Charles T. Hook, Chief Engr. Rep.: McGregor. **Services:** Thesaurus, AP.

MONROE, KMFM(FM)—Est. Oct., 1947—281, 104.1 mc, 1 kw, B. Liner's Bcstg. Station Inc. (KMLB), P. O. Box 1723. Tel.: LD 25. J. C. Liner, Pres.; J. C. Liner Jr., Gen. & Coml Mgr.; Mac Ward, Prog. Dir.; O. L. Morgan, Chief Engr. **Services:** World, UP.

NEW ORLEANS 12, WDSU-FM—Est. Oct., 1948—287, 105.3 mc, 155 kw, B. Stephens Bcstg. Co. (WDSU, WDSU-TV), Hotel Monteleone. Tel.: Raymond 7135. E. A. Stephens, Pres.; Fred Weber, Gen. Mgr.; Charles Price, Coml. Mgr.; Stanley Holiday, Prog. Dir.; Lindsey G. Riddle, Chief Engr. Rep.: Blair. **Services:** Muzak, AP, UP.

NEW ORLEANS 13, WRCM(FM)—Est. May, 1946—246, 97.1 mc, 61.2 kw, B. Supreme Bcstg. Co., Inc. (WJMR), Jung Hotel. Tel.: Canal 0356. William Cortada, Pres.; George A. Mayoral, Gen. Mgr. & Chief Engr.; Stanley W. Ray Jr., Coml. Mgr.; Henry J. Thiele, Prog. Dir. Rep.: Forjoe. **Services:** Associated, Langworth, UP.

NEW ORLEANS, WSMB-FM—Est. Oct., 1947—274, 102.7 mc, 56 kw, B. WSMB, Inc. (WSMB), Maison Blanche Bldg. Tel.: Walnut 2937. E. V. Richards, Pres.; Harold M. Wheelahan, Gen. Mgr.; Ted Fontelieu, Coml. Mgr.; Harry Arthur, Prog. Dir.; H. G. Nebe, Chief Engr. Rep.: Petry. **Services:** Lang-Worth, Thesaurus, AP.

NEW ORLEANS, WTPS-FM—Est. Nov., 1946—239, 95.7 mc, 55 kw, B. Times Picayune (WTPS), 601 Howard Ave. Tel.: Ca. 5561. L. K. Nicholson, Pres.; H. F. Wehrmann, Gen. Mgr.; J. R. O'Meallie, Coml. Mgr.; Mike Clarke, Prog. Dir. Rep.: Walker. **Services:** Associated, Capitol, World, AP.

NEW ORLEANS, WWLH(FM)—Est. Sept., 1946—262, 100.3 mc, 2 kw, B. Loyola University (WWL), Roosevelt Hotel. Tel.: Raymond 2194. Rev. T. J. Shields, Pres.; W. H. Summerville, Gen. Mgr.; Larry N. Baird, Coml. Mgr.; Edward M. Hoerner, Prog. Dir.; J. D. Bloom, Chief Engr. Rep.: Katz. **Services:** Standard, World, AP, UP.

SHREVEPORT 92, KWKH-FM—Est. Nov., 1948—233, 94.5 mc, 43 kw, B. International Bcstg. Corp. (KWKH), commercial Bldg. Tel.: 2-8711. John D. Ewing, Pres.; Henry B. Clay, Gen. Mgr.; B. G. Robertson, Asst. Mgr.; Horace Logan, Prog. Dir.; W. E. Antony, Chief Engr. Rep.: Branham. **Services:** Lang-Worth, Capitol, AP, UP.

MAINE

BANGOR, WGUY-FM—Est. Nov., 1947—226, 93.1 mc, 11 kw, B. Guy Gannett Bcstg. Services (WGUY), Box 732. Tel.: 7354. Guy P. Gannett, Pres.; Samuel G. Henderson Jr., Gen. Mgr.; Harvey M. Grant, Coml. Mgr.; Mrs. Elizabeth A. Kihlmire, Prog. Dir.; Roger W. Hodgkins, Chief Engr. Rep.: Raymer. **Services:** Lang-Worth, SESAC, AP.

LEWISTON, WCOU-FM—Est. Feb., 1948—230, 93.9 mc, 13.7 kw, B. Twin City Bcstg. Co. (WCOU), 223 Lisbon St. Tel.: 4-6921. Faust Couture, Pres., John C. Libby, Gen. Mgr.; Eugene Parker, Prog. Dir.; Donal R. Mason, Chief Engr. Rep.: Forjoe. **Services:** Standard, SESAC, UP.

PORTLAND, WGAN-FM—Est. Dec., 1947—270, 101.9 mc, 3.6 kw, B. Guy Gannett Bcstg. Services (WGAN), 390 Congress St. Tel.: 2-7423. Guy P. Gannett, Pres.; Creighton E. Gatchell, Gen. Mgr.; Arthur K. Atherton, Coml. Mgr.; Richard E. Bates, Prog. Dir.; Roger E. Hodgkins, Chief Engr. Rep.: Raymer. **Services:** Lang-Worth, SESAC, AP.

MARYLAND

ANNAPOLIS, WNAV-FM—Est. Jan., 1948—256, 99.1 mc, 16.6 kw, B. Capital Bcstg. Co. (WNAV), 89 West St. Tel.: 2639. Alfred G. Paves, Pres.; H. Philip Nesbitt, Gen. & Coml. Mgr.; Charles F. Gentile, Prog. Dir.; Paul C. Jones, Chief Engr. **Services:** Associated, AP.

BALTIMORE 1, WCAO-FM—Est. Feb., 1948—274, 102.7 mc, 20 kw, B. Monumental Radio Co. (WCAO), 1102 N. Charles St. Tel.: Mulberry 0600. Lewis M. Milbourne, Pres.; L. Waters Milbourne, Exec. Vice Pres. & Gen. Mgr.; Leslie H. Peard Jr., Coml. Mgr.; George L. Filling, Prog. Dir.; Martin L. Jones, Chief Engr. Rep.: Raymer. **Services:** Standard, AP.

BALTIMORE 2, WFBR-FM—Est. Oct., 1948—270, 101.9 mc, 20 kw, B. Baltimore Radio Show (WFBR), 10 East North Ave. Tel.: Mulberry 1300. Robert S. Maslin, Pres.; Hope H. Barroll Jr., Exec. Vice Pres.; W. S. Pirie Jr., Dir. of Ntl. Sales; William R. Dothard, Dir. Local Sales; W. Bertram Hanauer, Prog. Dir.; William Q. Ranft, Chief Engr. Rep.: Blair. **Services:** World, AP, UP.

BALTIMORE, WITH-FM—Est. July, 1945—282, 104.3 mc, 22 kw, B. Maryland Bcstg. Co. (WITH), 7 East Lexington St. Tel.: Lexington 7808. Thomas G. Tinsley Jr., Pres. & Gen. Mgr.; Robert C. Embry, Coml. Mgr.; William J. Warren, Prog. Dir.; James S. Duff, Chief Engr. **Services:** Standard, AP.

BALTIMORE, WMAR-FM—Est. Jan., 1948—250, 97.9 mc, 20 kw, B. **A. S. Abell Co.** (WMAR-TV), Charles & Baltimore Sts. Tel.: Lexington 7700. Paul Patterson, Pres., Ewell K. Jett, Vice Pres. & Dir. Radio; E. A. Lang, Coml. Mgr.; Robert B. Cochrane, Prog. Dir.; Carlton G. Nopper, Chief Engr. **Services:** Lang-Worth, Associated, AP

BALTIMORE 15, WMCP (FM)—Est. Mar., 1948—234, 94.7 mc, 20 kw, B. Belvedere Bcstg. Co., 5740 Reisterstown Rd. Tel.: Mohawk 4400. Thomas F. McNulty, Pres.; M. J. Porter, Sta. Mgr.; Harold Kemp. Chief Engr. **Services:** Associated, AP.

BRADBURY HEIGHTS, WBUZ(FM)—Est. Jan., 1948.—244, 96.7 mc, 0.42 kw, A. Chesapeake Bcstg. Co., 4421 Southern Ave. Tel.: Hillside 3800. Leslie L. Altmann, Pres. & Gen. Mgr.; William G. Kegel, Coml. Mgr.; **Denis Sartain,** Prog. Dir.; Earl A. Merryman, Chief Engr. **Services:** World, Lang-Worth, AP.

CUMBERLAND, WCUM-FM, 275, 102.9 mc, 2.5 kw, B. Tower Realty Co., Inc. (WCUM), P. O. Box 360. Tel.: 5400. Karl F. Steinmann, Pres.; A. Jack Stewart, Vice Pres., Gen. & Coml. Mgr.; Floyd S. Cozad, Prog. Dir.; Charles R. Sine, Chief Engr. **Services:** Standard, AP, Transradio.

CUMBERLAND, WTBO-FM—Est. Dec., 1948—295, 106.9 mc, 2.5 kw, B. Cumberland Bcstg. Co. (WTBO), 31 Frederick St. Tel.: 299. Mrs. Aurelia S. Becker. Owner, Gen. & Coml. Mgr.; Edwin F. Hinkle, Prog. Dir. **Services:** World, AP, UP.

FREDERICK, WFMD-FM—Est. July, 1947—268, 101.5 mc, 2 kw, B. Monocacy Bcstg. Co. (WFMD), Winchester Hall. Tel.: 1626. Laurence Leonard, Pres.; William E. Hardy, Gen. Mgr.; J. W. Robertson, Ass't. Mgr.; & Chief Engr.; Evelyn Leonard, Prog. Dir. Rep.: McGillvra. **Services:** World, AP.

HAGERSTOWN, WJEJ-FM—Est. Feb., 1947—284, 104.7 mc, 1 kw, B. Hagerstown Bcstg. Co., Inc. (WJEJ), Franklin Court. Tel.: 2323. Grover C. Crilley, Pres. & Gen. Mgr.; Wm. H. Paulsgrove, Coml Mgr.; Marie Whitcraft, Prog. Dir.; George McIntire, Chief Engr. Rep.: Friedenberg. **Services:** Lang-Worth, World, SESAC, AP.

SALISBURY, WBOC-FM—Est. March, 1948—248, 97.5 mc, 12 kw, B. Peninsula Bcstg. Co. (WBOC), Radio Park. Tel.: 2480. John W. Downing, Pres.; Charles J. Truitt, Gen. & Coml. Mgr.; John W. Downing Jr., Prog. Dir.; Jack W. Ward, Chief Engr. Rep.: Burn-Smith. **Services:** World, AP.

(Continued)

GALLUCCI BROTHERS & ASSOCIATES

the ★ best

Radio Advertising BUILDING Campaigns

for

Going Forward Stations & Regional Networks

★

Since 1936

727 Meriden Road
Waterbury, Conn.

P. O. Box 1224
Denver, Colo.

(Continued)

SILVER SPRING, WGAY-FM—Est. May, 1947—272, 102.3 mc, 44 kw, A. Tri-Suburban Bcstg. Corp. (WGAY), Kemp Mill Rd. Tel.: Shepherd 1050. John W. Kluge, Pres.; Joseph L. Brechner, Gen. & Coml. Mgr.; Ernest Tannen, Prog. Dir.; Nicholas J. Chaconas, Chief Engr. Rep.: Walker. **Services:** World, AP.

SILVER SPRING, WHIP (FM)—280, 103.9 mc, A. Montgomery FM Bcstg. Corp., Radio City. Tel.: Sligo 9447. Ann Iren Alpert, Pres.; Sidney Alfred Alpert, Gen. Mgr.; Hyman Alpert, Coml. Mgr.; Dwight Martin, Chief Engr. & News Editor. Rep.: MacGregor.

MASSACHUSETTS

BOSTON, WBMS-FM—281, 104.1 mc, 20 kw, B. WBMS Inc. (WBMS), 35 Court St. Tel.: Lafayette 3-5616. Jack N. Berkman, Pres.; Kenneth A. Foellinger, Gen. Mgr.; John R. Thornton, Prog. Dir.; Merle L. Towle, Chief Engr. Rep.: Lorenzen & Thompson. **Services:** Associated, UP.

BOSTON 16, WBZ-FM—Est. July, 1941—225, 92.9 mc, 20 kw, B. Westinghouse Radio Stations Inc. (WBZ) 1170 Soldiers Field Rd. Tel.: Algonquin 4-5670. Walter Evans, Pres.; J. B. Conley, Gen. Mgr.; W. C. Swartley, Station Mgr.; C. Herbert Masse, Sales Mgr.; W. Gordon Swan, Prog. Dir; W. H. Hauser, Chief Engr Rep.: Free & Peters. **Services:** Associated, Thesaurus, AP, UP.

BOSTON, WCOP-FM—Est. Oct., 1948—264, 100.7 mc, 20 kw, B. Massachusetts Bcstg. Corp. (WCOP), 485 Boylston St. Tel.: Copley 7-0123. John Cowles, Pres.; Craig Lawrence, Exec. Vice Pres.; A. N. Armstrong Jr., Natl. Sales Mgr.; Gene King, Prog. Dir.; Harry Wheeler, Local Sales Mgr.; Roland Hale, Chief Engr. Rep.: Katz. **Services:** Standard, AP, UP, INS.

BOSTON, WEEI-FM—Est. July, 1948—277, 103.3 mc, 20 kw, B. Columbia Bcstg. System Inc. (WEEI), 182 Tremont St. Tel.: Hubbard 2-2323. Frank N. Stanton, Pres.; Harold E. Fellows, Gen. Mgr.; Wilbur S. Edwards, Asst. Gen. Mgr.; Raymond G. Girardin, Prog. Dir.; Thomas H. Calhoun, Prod. Mgr.; Harold A. Dorschug, Chief Engr. Rep.: Radio Sales. **Services:** Lang-Worth, AP, UP.

BOSTON, WHDH-FM—233, 94.5 mc, 20 kw, B. Matheson Radio Co. Inc., 6 St. James Ave. Tel.: Hancock 6-5500. Robert B. Choate, Pres.; Wm. B. McGrath, Mgng. Dir.; William W. Warner, Coml. Mgr.; George M. Perkins, Prog. Dir.; Philip K. Baldwin, Chief Engr. Rep.: Blair. **Services:** Capitol, Standard, AP, UP.

BOSTON, WNAC-FM—253, 98.5 mc,19. 5 kw, B. The Yankee Network Inc. (WNAC), 21 Brookline Ave. Tel.: Commonwealth 6-0800. John Shepard 3d, Chair. of Board; William O'Neil, Pres; Linus Travers, Vice Pres., Gen. & Coml. Mgr.; George W. Steffy, Vice Pres. & Prog. Dir.; Irving B. Robinson, Chief Engr. Rep.: Petry & Co. **Services:** Standard, Associated, SESAC, AP, INS.

BROCKTON, WBET-FM—Est. July, 1948—249, 97.7 mc, 0.8 kw, A. Enterprise Publ. Co. (WBET), 60 Main St. Tel.: 7062. Charles A. Fuller, Gen. & Coml. Mgr.; Joseph G. Quill, Prod. Dir.; Mark L. MacAdam, Tech. Dir. **Services:** Thesaurus, SESAC, Lang-Worth, World, AP.

CAMBRIDGE 38, WXHR (FM)—Est. Sept., 1947—245, 96.9 mc, 20 kw, B. Middlesex Bcstg. Corp., 447 Concord Ave. Tel.: Eliot 4-6745. Frank Lyman Jr., Pres.; Paul Perreault, Gen. Mgr.; Larry Anderson, Coml. Mgr.; Louis Barkus, Chief Engr. **Services:** World, UP.

CHICOPEE, WACE-FM—Est. Dec., 1947—262, 100.3 mc, 3 kw, B. Regional Bcstg. Co. (WACE), 326 Chicopee St. Tel.: Springfield 6-1323, Chicopee 2330. David Hayes, Pres.; Ralph J. Robinson, Gen. & Coml. Mgr. & Chief Engr.; Lee Smith, Prog. Dir. Rep.: McGeehan & O'Mara. **Services:** World, AP.

FALL RIVER, WCFR (FM)—Est. July, 1947—228, 93.5 mc, 300 w, A. Narragansett Bcstg. Co. (WALE), 374 Central St. Tel.: 4-1400. George L. Sisson Jr., Pres. & Mgng. Dir.; J. Buz Way, Station Mgr.; Nellie F. McCain, Prog. Dir.; Walter R. Trahan, Chief Engr. **Services:** Associated, Capitol, SESAC, UP, INS.

FALL RIVER, WSAR-FM—Est. July, 1947—279, 103.7 mc, 20 kw, A. Fall River Bcstg. Co. (WSAR), Academy Bldg. Tel.: 7-9477. Melvin Lahr, Pres. & Gen. Mgr. John Harrington, Coml. Mgr.; Angus Bailey, Prog. Dir.; John Pavoa, Chief Engr. Rep.: Headley-Reed. **Services:** Lang-Worth, Thesaurus, UP.

FITCHBERG, WEIM-FM—284, 104.7 mc, 9 kw, B. WEIM Fitchburg Inc. (WEIM), 717 Main St. Tel.: 1600. Henry G. Molina Jr., Pres., Gen. & Prom. Mgr.; Ford Billings, Coml. Mgr.; James Christie, Prog. Dir.; Richard Tucker, Prod. Mgr.; Theodore Kalin, Chief Engr. Rep.: Bertha Bannan. **Service:** AP.

GREENFIELD, WHAI-FM—Est. May, 1948—252, 98.3 mc, 1 kw, A. John Haigis (WHAI), 356 Main St. Tel.: 4301, 4302. John W. Haigis, Pres.; John W. Haigis Jr., Gen. Mgr.; H. W. Nichols, Coml. Mgr.; Lawrence A. Coney, Prog. Dir.; Leland F. Wheeler, Chief Engr. **Services:** Thesaurus, Associated, AP.

HAVERHILL, WHAV-FM—Est. Aug., 1948—223, 92.5 mc, 20 kw, B. Haverhill Gazette Co. (WHAV), 179 Merrimack St. John T. Russ, Pres. & Gen. Mgr.; Lewis Sargent, Sta. Mgr.; Warren Greenwood, Prog. Dir.; Paul Hurd, Chief Engr. **Services:** Associated, World, AP.

HOLYOKE, WHYN-FM—Est. Dec., 1947—226, 93.1 mc, 3.2 kw, B. Hampden-Hampshire Corp. (WHYN), 180 High St. Tel.: Holyoke 8238. Charles N. De Rose, Gen. Mgr.; Patrick J. Montague, Coml. Mgr.; Jay Heitin, Prog. Mgr.; Jack Paley, Chief Engr. Rep.: Walker, Bannan. **Services:** Associated, Lang-Worth, UP.

LAWRENCE, WLAW-FM—Est. Nov., 1947—229, 93.7 mc, 20 kw, B. Hildreth & Rogers Co. (WLAW), 278 Essex St. Tel.: Lawrence 4107. Irving E. Rogers, Pres.; Harold B. Morrill, Gen. Mgr.; David M. Kimel, Coml. Mgr.; James T. Mahoney, Prog. Dir.; George A. Hinckley, Chief Engr. Rep.: Raymer. **Services:** Standard, World, UP.

LOWELL, WLLH-FM—Est. Oct., 1948—258, 99.5 mc, 12.2 kw, B. Merrimac Bcstg. Co. Inc. (WLLH), 39 Kearney Sq. Tel.: 8715. Gerald Harrison, Pres.; Dana W. Fitzgerald, Gen. Mgr.; Haskell Bloomberg, Coml. Mgr.; Thomas Clayton, Prog. Dir.; Ralph Newton, Chief Engr. Rep.: Petry. **Services:** Associated, UP.

LYNN, WLYN-FM, 288, 105.5 mc, 0.6 kw, A. Puritan Bcst. Service Inc. (WLYN), 7 Willow St. Tel.: 5-6200. A. M. Morgan, Pres. & Gen. Mgr.; Cyril Morgan, Sta. Mgr.; Ethel Adams, Prog. Dir. John Parker, Chief Engr. **Services:** Associated, SESAC, UP.

NEW BEDFORD, WBSM(FM)—Est. Dec., 1948—247, 97.3 mc, 20 kw, B. Bay State Bcstg. Co., 229 Coffin Ave. Tel.: 7-9401. Joseph P. Duchaine, Pres.

NEW BEDFORD, WFMR(FM)—Est. Oct., 1946—251, 98.1 mc, 19 kw, B. E. Anthony & Sons Inc. (WNBH), 555 Pleasant St. Tel.: 3-8215. Basil Brewer, Pres.; Thomas J. Wertenbaker Jr., Gen. Mgr.; David Cate, Chief Engr.; Zigmund Grobowski, Eng. Const. **Services:** Associated, AP.

NORTH ADAMS, WMFM(FM), 248, 97.5 mc, 2.4 kw, B. James A. Hardman (WMNB-Northern Berkshire Bcstg. Co.), 466 Curran Highway. Tel.: 1230. J. Gordon Keyworth, Gen. Mgr.; Richard J. O'Brien, Coml. Rep.; Benjamin A. Hubley, Prog. Mgr.; J. Gordon Keyworth, Chief Engr.; Wm. B. Dailey, Chief Tech. Rep.: Kettell-Carter. **Services:** World, AP.

PITTSFIELD, WBEC-FM, 232, 94.3 mc, 1 kw, A. Western Mass. Bcstg. Co. (WBEC), 30 Eagle St. Tel.: 8292. Donald B. Miller, Pres.; W. W. Budrow, Gen. & Coml. Mgr.; Frank Weiner, Prog. Dir.; James L. Spates, Chief Engr. Rep.: Kettell- Carter, McKinny & Sons. **Services:** Standard, Lang-Worth, AP.

SPRINGFIELD 3, WBZA-FM—Est. Aug., 1939—246, 97.1 mc, 20 kw, B. Westinghouse Radio Stations Inc. (WBZA), Hotel Kimball. Tel.: 4-7400. Walter Evans, Pres.; J. B. Conley, Gen. Mgr.; W. C. Swartley, Station Mgr.; C. Herbert Masse, Sales Mgr.; W. Gordon Swan, Prog. Mgr.; Harold E. Randol, Chief Engr. Rep.: Free & Peters. **Services:** Associated, AP.

SPRINGFIELD 3, WMAS-FM—Est. Dec., 1947—234, 94.7 mc, 3.2 kw, B. WMAS Inc. (WMAS), 1757 Main St. Tel.: 7-1414. Gerald Harrison, Pres.; Robert Donahue, Gen. Mgr.; Robert Feldman, Coml. Mgr.; F. Turner Cooke, Prog. Dir.; John Michnovez, Chief Engr. Rep.: Petry. **Services:** Associated, UP.

SPRINGFIELD, WSFL(FM), 270, 101.9 mc, 10 kw, B. Springfield Bcstg. Co.

SPRINGFIELD, WSPR-FM—Est. Dec., 1948—250, 97.9 mc, 13 kw, B. WSPR Inc. (WSPR), 63 Chestnut St. Tel.: 6-2757. Quincy A. Brackett, Pres. & Gen. Mgr.; Milton W. Stoughton, Vice Pres.; Wayne Henry Latham, Prog. Dir.; Lewis B. Breed, Treas.; Lawrence A. Reilly, Chief Engr. Rep.: Hollingbery. **Services:** Lang-Worth, AP.

WEST YARMOUTH, WOCB-FM—Est. May, 1948—232, 94.3 mc, 1 kw, A. E. Anthony & Sons Inc. (WOCB), South Sea Ave. Tel.: Hyannis-502. Basil Brewer, Pres.; David J. Shurtleff, Gen. Mgr. & Coml Mgr.; Marion L. Pareseau, Prog. Dir.; Stanley S. Emery, Chief Engr. Rep.: Walker. **Services:** World, AP.

WORCESTER, WGTR, 256, 99.1 mc, 1 kw, B. Yankee Network Inc. (WAAB), 21 Brookline Ave., Boston. Tel.: 6-0800. John Shepard 3rd, Chm. of the Bd.; William O'Neil, Pres.; George Steffy, V. P.; Tom O'Neil, V. P.; Irving Robinson, Chief Engr. **Services:** Associated, Standard, AP, INS, Reuters.

WORCESTER 1, WTAG-FM—Est. June, 1940—241, 96.1 mc, 10 kw, A. WTAG Inc. (WTAG), 18 Franklin St. Tel.: 5-4321. E. E. Hill,, Exec. V. P.; Robert W. Booth, V. P. & Gen. Mgr.; H. L. Krueger, Coml. Mgr.; A. J. Brissette, Prog. Dir.; E. A. Browning, Chief Engr. Rep.: Raymer. **Services:** Associated, World, AP.

MICHIGAN

ANN ARBOR, WPAG-FM—Est. April, 1947—254, 98.7 mc, 2.2 kw, B. Washtenaw Bcstg. Co. Inc. (WPAG), Hutzel Bldg. Tel.: 2-5517. Arthur E. Greene, Pres.; Edward F. Baughn, Gen. Mgr.; A. H. Turner, Coml. Mgr.; Wendell Hester, Prog. Dir.; George D. Stearns, Chief Engr. Rep.: Holman. **Services:** Associated, Standard, AP.

BATTLE CREEK, WELL-FM—Est. Jan., 1947—271, 96.1 mc, 32 kw, B. Federated Publications Inc. (WELL), Michigan National Bank Bldg. Tels.: 5655, 7166. A. L. Miller, Pres.; Dan E. Jayne, Gen. Mgr.; E. P. Mills Jr., Coml. Mgr.; F. F. Owen, Prog. Mgr.; Earl J. Stone, Chief Engr. Rep.: Burn-Smith. **Services:** Lang-Worth, Standard, AP.

BAY CITY, WBCM-FM—Est. Nov., 1946—241, 96.1 mc, 9.2 kw, B. Bay Bcstg. Co. Inc. (WBCM). 100 Center Ave. Tel.: 7551. Harley D. Peet, Pres.; H. A. Giesel, Gen. & Coml. Mgr.; Charles E. Anthony, Prog. Dir.; Ralph H. Carpenter, Chief Engr. Rep.: Hollingbery. **Services:** Lang-Worth,, World, UP.

BENTON HARBOR, WHFB-FM—Est. Oct., 1947—260, 99.9 mc, 9.2 kw, B. Palladium Publishing Co. (WHFB), 59 Wall St. Tel.: 8141. S. R. Banyon, Pres.; Jacob P. Scherer, Gen. Mgr.; Phil A. Molloy, Prog. Dir.; Munson U. Robinson, Chief Engr. **Services:** Capitol, Lang-Worth, AP.

DETROIT 2, WJBK-FM—Est. May, 1947—226, 93.1 mc, 33 kw, B. Detroit Bcstg. Co (WJBK), Masonic Temple, 500 Temple St. Tel.: Trinity 2-2000. George B. Storer, Pres.; Richard E. Jones, Gen. Mgr.; George Millar, Coml. Mgr.; Hal Hough, Prog. Dir.; Paul Frincke, Chief Engr. Rep.: Katz. **Services:** Lang-Worth, Standard, UP.

DETROIT, WJLB-FM—Est. May, 1941—250, 97.9 mc, 30 kw, B. Booth Radio Stations Inc. (WJLB), 600 Buhl Bldg. Tel.: Woodward 2-0220. John L. Booth, Pres. & Gen Mgr.; Eric V. Hay, Coml. Mgr.; George Kendall, Prog. Dir.; Edward H. Clark, Chief Engr. Rep.: Rambeau. **Services:** Standard, World, AP.

DETROIT 2, WJR-FM—Est. May, 1948—242, 96.3 mc, 24 kw, B. WJR, The Goodwill Stations Inc. (WJR), Fisher Bldg. Tel.: Madison 4440. Harry Wismer, Gen. Mgr.; Worth Kramer, Asst. Gen. Mgr.; Arch Shawd, Coml. Mgr.; Franklin C. Mitchell, Prog. Dir.; G. F. Laydorf, Vice Pres. & Chief Engr. Rep.: Petry. **Services:** Associated, Standard, Lang-Worth, Thesaurus, AP, UP, INS.

DETROIT 19, WLDM(FM)—Est. Dec., 1948—238, 95.5 mc, 20 kw, B. Lincoln Bcstg. Co., 24750 Greenfield Rd. Tel.: Jordan 4-5835. Ellis C. Thompson, Gen. Mgr. & Coml. Mgr.; Harold I. Tanner, Prog. Dir.; Jerome F. Steadley, Chief Engr.

DETROIT 31, WWJ-FM—Est. May, 1941—246, 97.1 mc, 10.5 kw, B. Evening News Assn. (WWJ), 622 W. Lafayette Ave. Tel.: Woodward 2-200. Harry Bannister, Gen. Mgr.; Harry W. Betteridge, Sales Mgr.; Mel Wissman, Prog. Dir.; E. J. Love, Chief Engr.; Edwin K. Wheeler, Ass't. Gen. Mgr. Rep.: Hollingbery. **Services:** Lang-Worth, Standard, AP, UP.

DETROIT, WXYZ-FM—Est. Jan., 1948—266, 101.1 mc, 30 kw, A. WXYZ Inc. (WXYZ-AM & TV), 1700 Stroh Bldg. Tel.: Cherry-8321. James G. Riddell, Gen. Mgr.; H. S. Christian, Coml. Mgr.; Jack McCarthy, Prog. Dir.; Charles Kocher, Chief Engr. **Services:** World, Lang-Worth, UP, INS.

FLINT, WAJL(FM)—Est. Feb., 1948—296, 107.1 mc, 0.4 kw, A. Advertisers Press Inc. Tel.: 23187. Donald E. Johnson, Pres.; Max B. Beyer, Gen. Mgr. & Prog. Dir., Lew Stoner, Chief Engr. **Services:** Lang-Worth, UP.

GRAND RAPIDS, WFRS(FM)—Est. Jan., 1947—223, 92.5 mc, 10.5 kw, B. Grand Rapids Bcstg. Corp., 316 Murray Bldg. Tel.: 8-4222. Gerald R. Loop, Gen. Mgr.; Donald H. Foster, Coml. Mgr.; Robert L. Epstein, Prog. Dir.; Ben Winski, Chief Engr. **Services:** Associated, World, UP.

GRAND RAPIDS 2, WLAV-FM—Est. Jan., 1947—245, 96.9 mc, 54 kw, B. Leonard A. Versluis (WLAV), 6 Fountain St., N. E. Tel.: 6-5461. Leonard A. Versluis, Owner; Hy M. Steed, Gen. & Coml. Mgr.; Lee Stevens, Chief Engr.

JACKSON, WIBM-FM—Est. Aug., 1948—222, 92.3 mc, 16 kw, B. WIBM Inc. (WIBW), 2511 Kibby Rd. Tel.: 6121. Herman Radner, Pres.; Roy Radner, Vice Pres; Wm. Cizek, Mgr.; Jack Underwood, Prog. Dir.; C. W. Wirtanen, Chief Engr. Rep.: Hal Holman, Forjoe. **Services:** Thesaurus.

MT. CLEMENS, WMLN(FM)—Est. May, 1947—292, 106.3 mc, 340 w, A. Macomb Publishing Co., Cass & Walnut. Tel.: 3-1501. Paul W. McKee, Pres.; Mark T. McKee Jr., Gen. Mgr.; John Schmidley, Coml. Mgr.; Wilburn Schattler, Chief Engr. **Services:** World, UP.

MUSKEGON, WKBZ-FM—Est. Aug., 1948—293, 106.5 mc, 5 kw, B. Ashbacker Radio Corp. (WKBZ), 432 Apple Ave. Tel.: 2-6051. Grant F. Ashbacker, Pres. & Gen. Mgr.; Harold W. Kehlet, Coml. Mgr.; Robert L. Quinn, Prog. Dir.; Kenneth B. Pendleton, Chief Engr. Rep.: Burn-Smith. **Services:** Associated, Thesaurus, UP.

MUSKEGON, WMUS-FM—Est. Aug., 1947—263, 100.5 mc, 3.2 kw, B. Greater Muskegon Bcstrs. Inc. (WMUS), 1769 Peck St. Tel.: 2-7608. William C. Wester, Pres. & Coml. Mgr.; B. L. Bennett, Gen. Mgr. & Prog. Dir.; George Krivitsky, Chief Engr. Rep.: Holman. **Services:** Associated, Capitol, UP.

OWOSSO, WOAP-FM—Est. April, 1948—276, 103.1 mc, 1 kw, A. Argus Press Co. (WOAP). Tel.: 980. M. H. Wirth, Gen. Mgr.; R. W. Cessna, Coml. Mgr. & Prog. Dir.; M. Carson, Chief Engr. Rep.: McGillvra. **Services:** Standard, AP.

PONTIAC, WCAR-FM, 258, 99.5 mc, 20 kw, B. WCAR Inc. (WCAR), Riker Bldg. H. Y. Levinson, Pres. & Gen. Mgr.; D. J. Campbell, Coml. Mgr.; F. M. Hourigan, Prog. Dir.; Wayne N. Cook, Chief Engr. **Services:** Standard, AP, INS.

PORT HURON, WTTH-FM—Est. Dec., 1947—256, 99.1 mc, 22 kw, B. Times-Herald Co. (WTTH), 709 Sixth St. Tel.: 5171. Louis A. Weil, Pres., F. Granger Weil, Exec. V. P.; Alex C. Goetze, Coml. Mgr.; Alice M. Anderson, Prog. Dir.; Marion Stoner, Chief Engr. Rep.: McGeehan & O'Mara. **Services:** Associated, Capitol, Standard, SESAC, AP.

ROYAL OAK, WEXL-FM—Est. May, 1948—282, 104.3 mc, 18 kw, B. Royal Oak Bcstg. Co. (WEXL), 212 W. 6th St. Tel.: Jordan 4-6524. George B. Hartrick, Pres.; Jacob B. Sparks, Gen. Mgr.; Calvert M. Hill, Com. Mgr.; Gordon A. Sparks, Prog. Dir.; Garnet G. Sparks, Chief Engr. **Services:** Associated, AP.

SAGINAW, WSAM-FM—Est. Oct., 1947—251, 98.1 mc, 15 kw, B. Saginaw Bcstg. Co. (WSAM), 117 West Genesee Ave. Tel.: 2-8161. M. L. Greenebaum, Pres. & Gen. Mgr.; R. W. Phillips, Coml. Mgr.; Jack D. Parker, Prog. Dir.; Meredith Koerner, Chief Engr. Rep.: Headley-Reed. **Services:** Standard, AP.

WYANDOTTE, WJJW(FM)—Est. Sept., 1947—276, 103.1 mc, 1 kw, A. The Wyandotte News Co., 3042 First St. Tel.: 1166. C. Lee Edwards, Pres.; Strauss Gantz, Gen. Mgr.; E. Raymond Sage, Coml. Mgr. Joyce Anderson, Prog. Dir.; Raymond Wardell, Chief Engr. **Services:** Associated, Capitol, UP.

MINNESOTA

DULUTH 2, WEBC-FM—Est. Mar., 1940—222, 92.3 mc, 62 kw, B. Head of the Lakes Bcstg. Co., WEBC Bldg. Tel.: Melrose 2873. Morgan Murphy, Pres.; W. C. Bridges, Gen. Mgr.; H. E. Westmoreland, Dir. of Oprs.; W. E. Conner, Prog. Dir.; L. G. Anderson, Prom. Mgr.; Norman Gill, Chief Engr. Rep.: Hollingbery. **Services:** Associated, Thesaurus, UP.

MANKATO, KYSM-FM—Est. Jan., 1948—278, 103.5 mc, 47 kw, B. F. B. Clements & Co. (KYSM), 101 North Second St. John F. Meagher, Gen. & Coml. Mgr.; Bob Gardner, Prog. Dir.; James Houts, Chief Engr. Rep.: Pearson. **Services:** Lang-Worth, Thesaurus, UP.

MINNEAPOLIS, KBTR(FM)—Est. June, 1948—253, 98.5 mc, 4.69 kw, B. Bethesda Bcstg. Assn., 2600 East 38th St. Tel.: Parker-6651. Henry B. Prince, Pres.; David Lewis Norton, Gen. Mgr.; Randy Norris, Prog. Dir.; Paul Smay, Chief Engr. **Services:** Associated, UP.

MINNEAPOLIS 4, WTCN-FM—Est. Dec., 1946—246, 97.1 mc, 400 kw, B. Minnesota Bcstg. Corp. (WTCN), Foshay Tower. Tel.: Main 6562. R. B. Ridder, Pres.; F. Van Konynenburg, V. P. & Gen. Mgr.; R. N. Ekstrum, Coml. Mgr.; Judy Bryson, Prog. Dir.; Max Karl, Prod. Mgr.; John M. Sherman, Tech. Dir. & Chief Engr. Rep.: Free & Peters. **Services:** Associated, Capitol, AP, UP.

ROCHESTER, KROC-FM—Est. Dec., 1947—234, 94.7 mc, 20 kw, B. Southern Minnesota Bcstg. Co. (KROC), 100 First Ave. Bldg. Mrs. Gregory P. Gentling, Pres.; G. David Gentling, Gen. Mgr.; Walter Bruzek, Coml. & Prom. Mgr.; Cal Smith, Prog. Dir.; Robert Cross, Chief Engr. Rep.: Pearson. **Services:** World, UP.

ST. CLOUD, KFAM-FM—Est. Sept., 1948—284, 104.7 mc, 50 kw, A. Times Pub. Co. (KFAM), 20 6th Ave. N. Tel.: 3000. Fred Schilplin, Pres.; Frederick C. Schilplin, Jr., Gen. Mgr.; John F. Green, Coml. Mgr.; Miss Avis Russell, Prog. Dir.; Robert Witschen, Chief Engr. **Services:** Thesaurus, Lang-Worth, AP.

ST. PAUL, KSTP-FM—Est. Aug., 1946—271, 102.1 mc, 57 kw, B. KSTP Inc. (KSTP), 3415 University Ave. Tel.: Prior 2717. Stanley E. Hubbard, Pres. & Gen. Mgr.; K. M. Hance, V. P. & Ass't. Mgr.; Miller C. Robertson, Coml. Mgr.; John McMahon, Chief Engr. Rep.: Petry. **Services:** Thesaurus, World, Lang-Worth AP, UP.

ST. PAUL, WMIN-FM—Est. Feb., 1948—258, 99.5 mc, 100 kw, B. WMIN Bcstg. Co. (WMIN), Hamm Bldg. Tel.: Garfield 1361. Frank M. Devaney, Gen. & Coml. Mgr.; Warren B. Fritze, Chief Engr. Rep.: Forjoe. **Services:** Associated, AP.

WINONA, KWNO-FM—Est. May, 1948—248, 97.5 mc, 55 kw, B. Winona Radio Service (KWNO), 216 Center St. Tel.: 3314. M. H. White, Pres.; Ken Marsh, Gen. & Coml. Mgr.; Doris Cooper, Prog. Dir.; Stanley Johnson, Chief Engr. Rep.: Pearson. **Services:** World, AP.

MISSISSIPPI

GREENVILLE, WJPR-FM, 270, 101.9 mc, 20 kw, B. Radio Services Co. (WJPR), 107 S. Poplar St. Tel.: 2434, 2435. Emmet H. McMurry, Gen. Mgr.; Frank W. Baldwin, Coml. Mgr.; Paul Artman, Prog. Dir.; Eddie Guss, Prom. Mgr.; Percy Kuhn, Chief Engr. Rep.: Sears & Ayer. **Services:** Associated, Capitol, AP.

GULFPORT, WGCM-FM—Est. Nov., 1948—268, 101.5 mc, 3 kw, B. WGCM Bcstg. Co. (WGCM), Hewes-Martin Bldg. Tel.: 1110. Hugh O. Jones, Pres. & Gen. Mgr.; C. E. Vann, Prog. Dir.; Donovan Murphy, Chief Engr. Rep.: Sears & Ayer. **Services:** World, AP.

JACKSON, WJDX-FM—Est. April, 1948—275, 102.9 mc, 60 kw, B. Lamar Life Ins. Co. (WJDX), P. O. Box 2171. Tel.; 2-2641. Wiley P. Harris, Gen. Mgr.; Frank Gentry, Coml. Mgr.; Maurice Thompson, Coml. Mgr.; Howard Langfitt, Prog. Dir.; R. R. Smathers, Chief Engr. Rep.: Hollingbery. **Services:** Capitol, World, UP.

MERIDIAN, WMOX-FM—Est. March, 1948—253, 98.5 mc, 8.5 kw, B. Birney Imes Jr. (WMOX), WMOX Bldg. Tel.: 495. Birney Imes Jr., Pres.; Bob McRaney, Gen. Mgr.; Joe Carson, Coml. Mgr.; Jerry Kerns, Sta. Mgr.; Mary Fane Hammon, Prog. Dir.; Al Betmarik, Chief Engr. Rep.: Sears & Ayer. **Services:** World, AP.

MISSOURI

JEFFERSON CITY, KWOS-FM—Est. Apr., 1948—253, 98.5 mc, 9.2 kw, B. Capital Bcstg. Co. (KWOS), 210-212 Monroe St. Tel.: 4000. R. C. Goshorn, Pres.; Catherine Roer, Gen. Mgr. & Prog. Dir.; Leroy S. Hackmann, Chief Engr. Rep.: Sears & Ayer. **Services:** Lang-Worth, AP.

JOPLIN, WMBH-FM—Est. Nov. 1946—241, 96.1 mc, 74 kw, B. Joplin Bcstg. Co. (WMBH), Frisco Bldg. Tel.: 330. D. J. Poynor, Pres. & Gen. Mgr.; Charlotte Tappana, Prog. Dir.; Richard Meek, Chief Engr. Rep.: Sears & Ayers. **Services:** Lang-Worth, Standard, AP.

KANSAS CITY, KCFM—Est. May, 1948—235, 94.9 mc, 54 kw, B. KCMO Bcstg. Co. (KCMO), 1515 Commerce Bldg. Tel.: Baltimore-1234. T. L. Evans, Pres.; E. K. Hartenbower, Gen. Mgr.; C. E. Breazeal, Asst. Mgr.; S. B. Tremble, Prog. Dir.; Karl Troeglen, Chief Engr. Rep.: Pearson. **Services:** Thesaurus, AP, UP.

KANSAS CITY, KMBC-FM—Est. Dec., 1947—263, 100.5 mc, 40 kw, B. Midland Bcstg. Co. (KMBC), Pickwick Hotel. Tel.: Harrison 2650. Arthur B. Church, Pres.; Karl Koerper, V. P. & Mgng. Dir.; Sam H. Bennett, V. P. Sales; Rod Cupp, Prog. Dir.; Ray Moler, Chief Engr.

KANSAS CITY 2, KOZY(FM)—Est. Aug. 1942—251, 98.1 mc, 10 kw, B. Commercial Radio Equipment Co., Porter Bldg. Tel.: Logan 6920. Everett L. Dillard, Pres.; Robert F. Wilfskill, Gen. Mgr.; Clarence Sewell, Coml. Mgr.; W. T. Sutherland, Prog. Dir.; Orren Nigh, Chief Engr. Rep.: FM Reps. **Services:** Associated, UP.

KANSAS CITY, WHB-FM—Est. Sept., 1948—271, 102.1 mc, 42 kw, B. WHB Bcstg. Co. (WHB), Scarritt Bldg. Tel.: Harrison-1161. Donald Dwight Davis, Pres. & Coml. Mgr.; John T. Schilling, Gen. Mgr.; Richard C. Smith, Prog. Dir.; Henry E. Goldenberg, Chief Engr. Rep.: Blair. **Services:** Lang-Worth, Associated, AP.

KENNETT, KBOA-FM—Est. Apr., 1948—255, 98.9 mc, 7.2 kw, B. Kennett Bcstg. Corp. (KBOA). Tel.: 830. Paul C. Jones, Pres. & Gen. Mgr.; Ray Van Hooser, Coml. Mgr. & Prog. Dir.; Robert H. Conner, Chief Engr. **Services:** Standard, SESAC, AP.

POPLAR BLUFF, KWOC-FM—233, 94.5 mc, 9.6 kw, B. Radio Station KWOC (KWOC), KWOC Bldg. Tel.: 3922. A. L. McCarthy, Pres.; Wm. R. Tedrick, Gen. & Coml. Mgr.; Byron Kearbey Jr., Prog. Dir.; John A. Thies, Prom. Dir.; Don Lidenton, Chief Engr. Rep.: Pearson. **Services:** SESAC, AP.

ST. JOSEPH, KFEQ-FM—Est. May, 1948—222, 92.3 mc, 63 kw, B. KFEQ Inc. (KFEQ), KFEQ Bldg. Tel.: 4-0813. Barton Pitts, Gen. Mgr.; Glenn G. Griswold, Coml. Mgr.; R. Thompson Mabie, Prog. Dir.; J. Ted Branson, Prom. Mgr.; Wesley Koch, Chief Engr. Rep.: Headley-Reed. **Services:** Capitol, UP.

ST. LOUIS 5, KFUO-FM—Est. Jan., 1948—281, 104.1 mc, 58.19 kw, B. Evangelical Lutheran Synod of Mo. (KFUO), 801 De Mun Ave. Tel.: Delmar 3030. Rev. H. H. Hohenstein, Gen. Mgr.; William C. Krato, Bus. Mgr.; Rev. E. J. C. Knoernschild, Prod. Mgr.; A. H. Wiese, Chief Engr. **Services:** World, UP.

ST. LOUIS, KSD-FM—Est. Sept., 1948—241, 96.1 mc, 36 kw, B. Pulitzer Publ. Co. (KSD & KSD-TV), 1111 Olive St. Tel.: Main 1111. Joseph Pulitzer, Pres.; George M. Burbach, Gen. Mgr.; Edward W. Hamlin, Coml. Mgr.; J. E. Risk, Chief Engr. Rep.: Free & Peters. **Services:** Thesaurus, World, AP.

ST. LOUIS, KWGD(FM)—Est. Dec., 1948—251, 98.1 mc, 218 kw, B. Globe-Democrat Publ. Co., 1215 Cole St. Tel.: Garfield-1212. E. Lansing Ray, Pres.; Charles W. Nax, Gen. Mgr.; Robert Brockman, Coml. Mgr.; Roger Fox, Prog. Dir.; Wells R. Chapin, Station Dir. & Chief Engr. **Services:** Lang-Worth-Standard, AP.

ST. LOUIS 8, KWK-FM—Est. Sept., 1946—256, 99.1 mc, 70 kw, B. Thos. Patrick Inc. (KWK), Hotel Chase. Tel.: Rosedale 3210. Robert T. Convey, Pres.; Ray E. Dady, V. P. & Station Dir.; V. E. Carmichael, V. P. & Coml. Mgr.; John W. Tinnea, Asst. Station Dir.; Nicholas Zehr, Chief Engr. **Services:** World, UP.

ST. LOUIS, KXLW-FM—Est. Jan., 1948—266, 101.1 mc, 11.4 kw, B. Saint Louis County Bcstg. Co. (KXLW), 8135 Forsythe. Tel.: Delmar 1320. Guy Runnion, Pres. & Gen. Mgr.; Leslie P. Ware, Sales Mgr.; Blaine Cornwell, Prog. Dir.; Wallace St. Vrain, Chief Engr. Rep.: Forjoe. **Services:** Lang-Worth, UP, AP.

ST. LOUIS 1, KXOK-FM—Est. Mar., 1947—229, 93.7 mc, 16 kw, B. Star-Times Publishing Co. (KXOK), 12th & Delmar Blvds. Tel.: Chestnut 3700. Elzey Roberts, Pres.; C. L. Thomas, Gen. Mgr.; V. N. Springgate, Coml. Mgr.; E. G. Muschany, Prog Dir.; A. F. Rekart, Chief Engr. **Services:** Associated, World, Standard, UP, AP, INS.

ST. LOUIS 8, WEW-FM—Est. June, 1947—236, 95.1 mc, 68.8 kw, B. The St. Louis University (WEW), 3642 Lindell Blvd. Tel.: Franklin 5665. Nicholas Pagliara, Gen. Mgr.; Leonard Frankel, Coml. Mgr.; Don Lochner, Prog. Dir.; Joseph Volk, Chief Engr. Rep.: Pearson. **Services:** Lang-Worth, Standard, World, INS.

ST. LOUIS 8, WIL-FM—Est. June, 1946—247, 97.3 mc, 3 kw, B. Missouri Bcst. Corp. (WIL), 3601 Lindell Blvd. Tel.: Jefferson 8403. L. A. Benson, Pres.; C. W. Benson, V.P. & Gen. Mgr.; Neil Norman, Prog. Dir.; Edward Goodberlet, Chief Engr. Rep.: Rambeau. **Services:** Lang-Worth, MacGregor, Standard, AP.

SPRINGFIELD, KTTS-FM, 234, 94.7 mc, 11 kw, B. Independent Bcstg. Co. (KTTS), Chamber of Commerce Bldg. Tel.: 4303. J. H. G. Cooper, Pres.; G. Pearson Ward, Gen. Mgr.; Bob Burke, Coml. Mgr.; Wendel Smith, Prog. Dir.; William F. Curry, Chief Engr. Rep.: Sears & Ayer. **Services:** World, AP.

NEBRASKA

LINCOLN 1, KFAB-FM—Est. Aug., 1947—250, 97.9 mc, 12 kw, B. KFAB Bcstg. Co. (KFAB), Sharp Bldg. Tel.: 2-3214. Fred S. Sidles, Chm. of the Board; Harry Burke, Gen. Mgr.; L. A. Miller, Prog. Dir.; Burt Davis, Chief Engr. Rep.: Free & Peters. **Services:** SESAC, AP, UP.

LINCOLN, KFOR-FM—Est. Jan., 1948—275, 102.9 mc, 22 kw, B. Cornbelt Bcstg. Corp. (KFOR), Stuart Bldg. Tel.: 2-6965. James Stuart, Pres.; Harry Peck, Gen. & Coml. Mgr.; Jack Huston, Prog. Dir.; Albert A. Koenig, Exec. Vice Pres.; C. W. Winkler, Chief Engr. Rep.: Petry. **Services:** Capitol, Standard, AP, INS.

OMAHA, KBON-FM—Est. Oct., 1948—254, 98.7 mc, 8.9 kw, B. Inland Bcstg. Co. (KBON), 676 Saunders-Kennedy Bldg. Tel.: Jackson 8282. Paul R. Fry, Vice Pres. & Gen. Mgr.; Emory H. Dahlgard, Bus. Mgr.; Richard E. Welna, Sta. Mgr.; Joe Baker, Prom. Mgr.; Percy Ziegler, Chief Engr. Rep.: McKeehan & O'Mara. **Services:** Associated, AP.

OMAHA, KOAD(FM)—Est. July, 1946—225, 92.9 mc, 70 kw, B. World Publ. Co. (KOWH), 15th and Farman St. Tel.: Atlantic 2228. H. Doorly, Pres.; B. C. Corrigan, Gen. & Coml. Mgr.; F. E. Shopen, Chief Engr. Rep.: Hollingbery. **Services:** Lang-Worth, UP.

NEVADA

LAS VEGAS, KENO-FM—Est. Nov., 1947—280, 103.9 mc, 0.33 kw, A. Nevada Bcstg. Co. (KENO), P. O. Box 1310. Tel.: 1-400. Maxwell Kelch, Owser & Gen. Mgr.; Paul R. Gang, Coml. Mgr.; Leo A. Newsome Jr., Prog. Dir.; James W. Harford, Chief Engr. Rep.: Grant. **Services:** Thesaurus, INS.

(Continued)

We carry the ENTIRE burden—

"From the Idea to the Completed Station"

ASK OUR CLIENTS — THEY ARE OUR REFERENCES

No station too LARGE —
No station too small.

L. W. ANDREWS, INC.
RADIO CONSULTANTS
219 WHITAKER BLDG. DAVENPORT, IOWA

Phone us for speedy action at 2-7824, 7-5798, or 3-8504

Your measurement
requirement is our hobby:

AM • FM • TV

PRIMARY STANDARDS
OF FREQUENCY

Mid-Continent Radio Corporation

R. R. 3—Davenport, Iowa

Phone
7-5798, 2-7824, or 3-8504
Call us any time

*If towers
or tower repairs
bother you,*
let us do the worrying

TOWER SERVICES, Inc.
219 WHITAKER BLDG.
Davenport, Iowa

Equipped for speedy, efficient, expedient service.
Phone 2-7824, 7-5798, or 3-8504

Used and reconditioned
broadcast equipment

(Continued)

RENO, KWRN-FM—Est. Nov., 1948—238, 95.5 mc, 10 kw, B. Reno Newspapers Inc. (KWRN), 123 N. Center St. Tel.: 6156. Merritt C. Speidel, Pres.; Merrill Inch, Gen. Mgr.; John A. Lang, Coml. Mgr.; Gene Shumate, Prog. Dir.; Wilbur C. Comer, Chief Engr. Rep.: Walker. **Services:** Associated, UP.

NEW HAMPSHIRE

CLAREMONT, WTSV(FM)—Est. May, 1947—291, 106.1 mc, 1.5 kw, B. WLOB Inc., 19 Sullivan St. (WLOB). Tel.: 1500.

MANCHESTER, WKBR-FM—Est. Oct., 1947—261, 100.1 mc, 1 kw, A. Granite State Bcstg. Co. Inc. (WKBR), 155 Front St. Tel.: 9456. William Barkley, Pres.; W. F. Rust Jr., Gen. Mgr.; Ralph Gottlieb, Coml. Mgr.; Norm Bailey, Prog. Dir.; Roy Phillips, Chief Engr. Rep.: Bolling. **Services:** Capitol, Standard, UP.

MANCHESTER, WMUR-FM—Est. Dec., 1948—239, 95.7 mc, 3.3 kw, B. The Radio Voice of N. H. Inc. (WMUR), 1819 Elm St. Tel.: 2090. Francis P. Murphy, Pres.; Harvey Carter, Mgr.; Gordon Moore, Ass't. Mgr.; Bernie Mack, Prog. Dir.; Vincent H. Chandler, Chief Engr. Rep.: Weed. **Services:** World, AP.

NASHUA, WOTW-FM—Est. March, 1948—292, 106.3 mc, 1 kw, A. Nashua Bcstg. Corp. (WOTW), Lund Road. Tel.: Nashua 5000. Arthur A. Newcomb, Pres., Gen. Mgr., & Coml. Mgr.; Carter S. Knight, Prog. Dir.; Norman R. Delude, Accountant; Robert C. Bingham, Chief Engr. Rep.: Bannan, England. **Services:** World, UP.

PORTSMOUTH, WFMI(FM)—Est. May, 1948—297, 107.3 mc, 20 kw, B. WHEB Inc. (WHEB), Lafayette Rd. Tel.: 4080. Charles M. Dale, Pres.; Herbert F. Georges, Vice Pres. & Gen. Mgr.; Keith S. Field, Coml. Mgr.; Winslow Bettinson, Prog. Dir.; George Gray, Prod. Mgr.; Paul G. Lindsay, Chief Engr. Rep.: Walker. **Services:** World, AP.

NEW JERSEY

ALPINE, WFMN(FM)—226, 93.1 mc, 6 kw, B. Edwin H. Armstrong.

ASBURY PARK, WCAP-FM—Est. 1947—296, 107.1 mc, 0.7 kw, A. Radio Industries Bcstg. Co. (WCAP), 601 Bangs Ave. Tel.: 2-8600. Walter W. Reid Jr., Pres.; Morris Scheck, Vice Pres.; Ralph W. Froese, Gen. & Sta. Mgr.; Walter L. Reid, V. P. & Coml. Mgr.; Gene Milner, Prog. Dir., Prom. Mgr. & Sta. Dir.; Mathew G. Porter, Chief Engr. **Services:** World, AP.

ASBURY PARK, WJLK(FM)—Est. Nov., 1947—232, 94.3 mc, 1 kw, A. Asbury Park Press Inc., Press Plaza. Tel.: 2-3000. Wayne D. McMurray, Pres. & Gen. Mgr.; Thomas B. Tighe, Coml. Mgr. **Services:** Associated, Lang-Worth, AP.

ATLANTIC CITY, WBAB-FM—Est. May, 1947—264, 100.7 mc, 13 kw, B. Press-Union Publ. Co. (WBAB), 1900 Atlantic Ave. Tel.: 5-1111. Albert J. Feyl, Pres.; Monroe L. Mendelsohn, Gen. & Coml. Mgr.; Rep.: Headley-Reed. **Services:** World, AP.

ATLANTIC CITY, WFPG-FM—Est. Nov., 1948—253, 98.5 mc, 15.6 kw, B. Neptune Bcstg. Corp. (WFPG), Steel Pier. Tel.: 5-2188. John H. Laux, Pres.; Irving F. Teetsell, Gen. & Coml. Mgr.; Richard McNamara, Prog. Dir.; Blair K. Thron, Chief Engr. Rep.: McGillvra. **Services:** Lang-Worth, UP.

BRIDGETON, WSNJ-FM—Est. March, 1948—255, 98.9 mc, 9.25 kw, B. Eastern States Bcstg. Corp. (WSNJ), Bridgeton. Tel.: 1600. Senator Elmer H. Wene, Pres.; Paul Alger, Gen. Mgr.; Jerry Alden, Coml. Mgr.; Joe McCulley, Prog. Dir.; Arthur Scholz, Prom. Mgr.; Francis Fekel, Chief Engr. Rep.: Thomas Clark. **Services:** Thesaurus, UP.

JERSEY CITY 6, WFMO(FM)—Est. Sept., 1947—276, 103.1 mc, 1 kw, A. Fidelity Media Bcstg. Corp., 880 Bergen Ave., Journal Square. Tel.: 2-0330. A. Lewis King, Gen. & Coml. Mgr.; Frank Stadinger, Prog. Dir.; Alvin Sielski, Chief Engr. **Services:** Associated, AP.

NEWARK 2, WATT-FM—Est. June, 1947—234, 94.7 mc, 13.5 kw, B. Bremer Bcstg. Corp. (WAAT, WATV), 11 Hill St. Tel.: Mitchell 2-6400. Irving R. Rosenhaus, Pres. & Gen. Mgr.; Edmund S. Lennon, Coml. Mgr.; George Green, Prog. Dir.; Frank V. Bremer, Chief Engr. **Services:** Associated, World, AP.

NEW BRUNSWICK, WCTC-FM—Est. July, 1948—252, 98.3 mc, 1 kw, A. Chanticleer Bcstg. Co. (WCTC), 385 George St. Tel.: Charter 7-1450. James L. Howe, Pres. & Gen. Mgr.; Edwin C. Derryberry, Coml. Mgr.; Robert Bell, Prog. Dir.; Nat Shoehalter, Ass't. Prog. Dir.; Robert L. Williams, Chief Engr. **Services:** Associated, World, AP.

NEW BRUNSWICK, WDHN(FM)—Est. May, 1948—228, 93.5 mc, 1 kw, A. Home News Publ. Co., 137 Church St. Tel.: 2-4000. Elmer B. Boyd, Pres.; Hugh N. Boyd, Gen. Mgr.; Jack Casey, Prog. Dir.; Gregg Stevens, Chief Ann.; Neil Arveschoug, Chief Engr. **Services:** Lang-Worth, UP.

TRENTON, WTOA(FM)—Est. Dec., 1948—248, 97.5 mc, 13.7 kw, B. Mercer Bcstg. Co., 558 Ingham Ave. Tel.: Trenton-9151. Jerome P. McCarthy, Gen. Mgr.; Paul Fireman, Chief Engr. **Services:** Associated.

PATERSON 1, WWDX(FM)—Est. Dec., 1947—296, 107.1 mc, 190 w, A. The Passaic Daily News, 66 Hamilton St. Tel.: Van Houten 40600. Arthur Mundorff, Gen. Mgr.; William Perry, Prog. Dir.; William Messerchmidt, Chief Engr. **Services:** Lang-Worth, AP.

PLAINFIELD, WXNJ(FM)—Est. Sept., 1947—280, 103.9 mc, 1 kw, A. WXNJ Inc., 111 E. Front St. Tel.: 5-8565. Harold O. Bishop, Pres.; James A. Flynn, Gen. & Coml. Mgr.; F. Thomas Hally, Prog. Dir.; D. H. Rowland, Chief Engr.

NEW YORK

ALBANY, WROW-FM—Est. July, 1948—230, 93.9 mc, 2.1 kw, B. Hudson Valley Bcstg. Co. Inc. (WROW), 112 State St. Tel.: 3-2225. Dr. John J. Quinlan, Pres.; Harry L. Goldman, Gen. Mgr.; Stanley Roberts, Coml. Mgr.; Johnny Lee, Prog. Dir.; Leo Rosen, Prom. Mgr.; Charles R. Heisler, Chief Engr. Rep.: Avery-Knodel. **Services:** World, UP.

ALBANY, WRWR(FM)—Est. April, 1948—238, 95.5 mc, 0.5 kw, B. Champlain Valley Bctsg. Corp. (WXKW), 444 Broadway. Tel.: 6-7676. Stephen R. Rintoul, Pres.; Harold H. Meyer, Gen. Mgr.; Gren Rand, Coml. Mgr.; Fred Daiger, Prog. Dir.; Arthur F. Schoenfuss, Chief Engr. **Services:** World, UP.

BINGHAMTON, WNBF-FM—Est. 1946—263, 100.5 mc, 12 kw, B. Clark Assoc. Inc. (WNBF), Arlington Hotel. Tel.: 2-3461. John C. Clark Sr., Pres.; Cecil D. Mastin, Gen. Mgr.; Stanley N. Heslop, Coml. Mgr.; Edward M. Scala, Prog. Dir.; Louveer H. Stantz, Chief Engr. Rep.: Bolling. **Services:** Captiol, Standard, UP.

BUFFALO 2, WBEN-FM—Est. Nov., 1946—293, 106.5 mc, 6 kw, B. WBEN Inc. (WBEN), Hotel Statler. Tel.: Cleveland 6400. Edward H. Butler, Pres.; Alfred H. Kirchhofer, V.P.; C. Robert Thompson, Station Mgr.; George Torge, Prog. Dir.; Ralph J. Kingsley, Tech. Dir. Rep.: Petry. **Services:** Lang-Worth, Standard, Thesaurus, AP, UP, INS.

BUFFALO 3, WBNY-FM—Est. March, 1947—225, 92.9 mc, 48.3 kw, B. Roy L. Albertson (WBNY), 485 Main St. Tel.: Madison 4000. Roy L. Albertson, Pres. & Gen. Mgr.; Virginia C. Fyda, Coml. Mgr.; Carl Spavento, Prog. Dir.; Thomas L. Vines, Chief Engr. Rep.: Young. **Services.** AP, UP, INS.

BUFFALO 2, WEBR-FM—Est. Jan., 1947—245, 96.9 mc, 3 kw, B. WEBR Inc. (WEBR), 23 North St. Tel.: Lincoln 7133. Cy King, Gen. Mgr.; William Doerr Jr., Coml. Mgr.; Clare Allen, Prog. Dir.; Frank B. Ridgeway, Chief Engr. Rep.: Weed. **Services:** Lang-Worth, Standard, AP, INS, Reuters.

BUFFALO, WWOL-FM—Est. Nov., 1948—281, 104.1 mc, 13 kw, B. Greater Erie Bcstg. Co. (WWOL), 315 Main St. Tel.: Cleveland 8291. Leon Wyszatycki, Pres. & Coml. Mgr.; Stanley Jasinski, Gen. Mgr. & Prog. Dir.; Howard E. Seyse, Chief Engr. Rep.: Forjoe. **Services:** Standard, World, UP.

CHERRY VALLEY, WVCV(FM)—270, 101.9 mc, 1.4 kw, B. Rural Radio Network Inc., 118 North Tioga St., Ithaca, N. Y. Tel.: 3341. R. Bruce Gervan, Gen. Mgr.; H. S. Brown, Sales Mgr.; R. B. Child, Prog. Dir.; D. K. de Neuf, Chief Engr.

CORNING, WKNP(FM)—Est. April, 1947—291, 106.1 mc, 4.2 kw, B. Corning Leader Inc., 114 Walnut St. Tel.: 1000. W. A. Underhill, Pres.; Walter Valerius, Gen. & Coml. Mgr.; C. Ronald Graham, Prog. Dir.; Allen N. Bell, Chief Engr. **Services:** Associated, AP.

CORTLAND, WKRT-FM—Est. Nov., 1947—260, 99.9 mc, 14.49 kw, B. Cortland Bcstg. Co. Inc. (WKRT), 27 North Main St. Tel.: 2990. J. Gerald Mayer, Pres. & Gen. Mgr.; Willis Bradley, Coml. Mgr.; William Hall, Prog. Dir.; William Barron, Chief Engr. Rep.: McGillvra. **Services:** Associated, Thesaurus, UP.

DE RUYTER, WVCN(FM)—286, 105.1 mc, 1.3 kw, B. Rural Radio Network Inc., 118 North Tioga St., Ithaca, N. Y. Tel.: Ithaca 3341. R. Bruce Gervan, Gen. Mgr., H. S. Brown, Sales Mgr.; R. B. Child, Prog. Dir.; D. K. de Neuf, Chief Engr.

ELMIRA, WENY-FM—Est. Oct., 1943—295, 106.9 mc, 5.1 kw, B. Elmira Star-Gazette Inc. (WENY), Mark Twain Hotel. Tel.: 5181. Dale Taylor, Gen. Mgr.; Ernest F. Oliver, Coml. Mgr. Ted Hodge, Prog. Dir.; Thurlow A. Greene, Chief Engr. Rep.: McKinney. **Services:** World, Lang-Worth, UP.

ENDICOTT, WENE-FM—Est. Oct., 1948—269, 101.7 mc, 0.5 kw, A. Empire Newspapers-Radio Inc. (WENE), 909 E. Main St. Tel.: 3200. James H. Ottoway Pres.; Stephen W. Ryder, Sta. Mgr.; William C. Lundquest, Coml. Mgr.; Harold E. Graves, Prog. Dir.; J. Harold Merchant, Chief Engr. Rep.: Walker. **Services:** Associated, Capitol, AP.

HEMPSTEAD, WHLI-FM—Est. July, 1947—252, 98.3 mc, 1 kw, A. FM Bcstg. Corp. (WHLI), 245 Baldwin Rd. Tel.: 2-8000. Elias I. Godofsky, Station Mgr.; Joseph A. Lenn, Sales Mgr.; Roger Wayne, Prog. Dir.; Jerome J. Karpf Jr., News Dir.; Arthur E. Paterson Jr., Public Affairs Dir.; Frank E. Knaack, Chief Engr. **Services:** Associated, World, AP.

HIGHMARKET, WVBN(FM)—299. 197.7 mc, 1.3 kw, B. Rural Radio Network Inc., 118 North Tioga St., Ithaca, N. Y. Tel.: Ithaca 3341. R. Bruce Gervan, Gen. Mgr.; H. S. Brown, Sales Mgr.; R. B. Child, Prog. Dir.; D. K. de Neuf, Chief Engr.

HORNELL, WWHG(FM)—Est. Dec., 1946—287, 105.3 mc, 10 kw, B. The W. H. Greenhow Co., 85 Canisteo St. Tel.: 2000. Louis G. Buisch, Gen. Mgr.; Glenn I. Sprague, Mgr.; Stuart Hailock, Prog. Dir.; William N. Amidon, Chief Engr.; Lloyd Walsh, Coml. Dir. **Services:** Associated, World, AP.

ITHACA, WHCU-FM—Est. Oct., 1947—247, 97.3 mc, 40 kw, B. Cornell Univ. (WHCU), Savings Bank Bldg. Tel.: 3438. Michael R. Hanna, Gen. Mgr.; Earl S. Cobey, Coml. Mgr.; Joseph A. Short, Prog. Dir.; Theodore T. Howes, Publ. Dir.; True McLean, Chief Engr. **Services:** World, Lang-Worth, UP.

ITHACA, WVFC(FM)—236, 95.1 mc, 1.3 kw, B. Rural Radio Network Inc., 118 North Tioga St. Tel.: 3341. R. Bruce Gervan, Gen. Mgr.; H. S. Brown, Sales Mgr.; R. B. Child, Prog. Dir.; D. K. de Neuf, Chief Engr.

JAMESTOWN, WJTN-FM—Est. Oct., 1947—227, 93.3 mc, 9.5 kw, B. James Bcstg. Co., Inc. (WJTN), Hotel Jamestown. Tel.: 7-151. Jay E. Mason, Pres. & Prog. Dir.; Simon Goldman, Gen. & Coml. Mgr.; Harold J. Kratzert, Chief Engr. Rep.: Rambeau. **Services:** Standard, UP.

LOCKPORT, WUSJ(FM)—Est. Oct., 1948—257, 99.3 mc, 0.8 kw, A. Lockport Union-Sun & Journal Inc., 142 Main St. Tel.: 3000. Egbert D. Corson, Pres.; Peter Corson, Gen. & Coml. Mgr.; Carl J. Raymond, Prog. Dir.; Dorothy M. Cochran, Music Librarian; Solomon A. Azar, Chief Engr. **Services:** World, Thesaurus, AP.

MASSENA, WMSA-FM—Est. Sept., 1948—287, 105.3 mc, 13 kw, B. The Brockway Co. (WMSA), Arcade St. Tel.: 27. Harold B. Johnson, Pres.; Louis Saiff Jr., Gen. Mgr.; Thomas R. McHugh, Sta. & Coml. Mgr.; James H. Nash, Prog. Dir.; Michael Tarkulich, Chief Engr. Rep.: Weed. **Services:** Associated, SESAC, UP.

NEW ROCHELLE, WGNR(FM)—228, 93.5 mc, 1 kw, A. New Rochelle Bcstg. Service Inc.

NEW YORK 21, WABF-FM—Est. Nov., 1941—258, 99.5 mc, 20 kw, B. Metropolitan Bcstg. & Television Inc., 654 Madison Ave. Tel.: Templeton 8-5400. Ira A. Hirschmann, Pres. & Gen. Mgr.; Robert Henry, Prog. Dir.; John Basso, Chief Engr.

NEW YORK 22, WCBS-FM—Est. 1940—266, 101.1 mc, 6.8 kw, A. Columbia Bcstg. System Inc., 485 Madison Ave. (WCBS & WCBS-TV). Tel.: Plaza 5-2000. Frank Stanton, Pres.; Arthur Hull Hayes, Gen. Mgr.; Don Miller, Sales Mgr.; G. Richard Swift, Prog. Dir.; R. G. Thompson, Chief Engr. Rep.: Radio Sales. **Services:** Lang-Worth, AP, UP, INS, Reuters.

NEW YORK, WGHF(FM)—Est. Feb., 1946—270, 101.9 mc, 102 kw, B. WGHF Inc., 108 E. 40th St. William G. H. Finch, Pres. & Gen. Mgr.; Herbert J. Stone, Prog. Dir.; Martin Pollins, Sales Mgr.; V. K. West, Chief Engr. **Services:** Associated, SESAC, UP.

NEW YORK 5, WGYN(FM)—Est. Dec., 1941—250, 97.9, 4 kw, B. WGYN Inc., 70 Pine St. Tel.: Bowling Green 9-4054. Palmer K. Leberman, Pres.; Ralf Brent, Gen. Mgr.; Maurice Van Wyck, Coml. Mgr.; Robert Siegel, Prog. Dir.; Roy A. Olerud, Chief Engr. **Services:** Associated, UP.

NEW YORK, WJZ-FM—238, 95.5 mc, 6.5 kw, B. American Bcstg. Co. Inc. (WJZ, WJZ-TV), 7 W. 66th St. Tel.: Trafalgar 3-7000. Edward J. Noble, Board Chr.; Murray B. Grabhorn, Vice Pres. & Mgr.; Clarence L. Doty, Sales Mgr.; John J. Hade, Prog. Dir.; George Milne, Chief Engr. **Services:** ABC Spot Sales, AP, UP, INS.

NEW YORK 19, WMGM-FM—Est. June, 1942—262, 100.3 mc, 18 kw, B. Marcus Loew Booking Agency. (WMGM), 711 Fifth Ave. Tel.: Murrayhill 8-1000. Herbert L. Pettey, Exec. Dir.; Frank Roehrenbeck, Gen. Mgr.; Bertram Lebhar Jr., Coml. Mgr.; Louis Carino, Prog. Dir.; Paul Fueiling, Chief Engr. **Services:** Associated, UP.

NEW YORK 20, WNBC-FM—Est. May, 1940—246, 97.1 mc, 1.6 kw, B. National Bcstg. Co. Inc. (WNBC, WNBT), 30 Rockefeller Plaza. Tel.: Circle 7-8300. Niles Trammell, Pres.; Thomas B. McFadden, Mgr.; Donald A. Norman, Sales Mgr.; DeLancy Provost, Prog. Dir.; Charles Phelan, Chief Engr. Rep.: NBC Spot. **Services:** Associated, Thesaurus, AP, UP, INS.

NEW YORK 7, WNYC-FM—Est. Feb., 1948—230, 93.9 mc, 18 kw, B. City of N. Y. Municipal Bcstg. Sys. (WNYC), 2500 Municipal Bldg. Tel.: Worth 2-5600. Mayor William O'Dwyer, Pres.; Seymour N. Siegel, Radio Communications Dir. & Gen. Mgr.; George Wallach, Prog. Dir.; William H. Pitkin, Chief Engr. **Services:** Associated, AP, UP, Transradio.

NEW YORK, WOR-FM—Est. April, 1941—254, 98.7 mc, 15 kw, B. Bamberger Bcstg. Service Inc. (WOR, WOR-TV), 1440 Broadway. Tel.: Longacre 4-8000. Theodore C. Streibert, Pres. & Gen. Mgr.; R. C. Maddux, Vice Pres. Chg. Sales; Donald C. Hamilton, Act. Prog. Dir.; J. R. Poppele, Vice Pres. Rep.: Kettell-Carter, Keenan & Eickelberg. **Services:** Associated, INS, UP, AP.

NEW YORK 19, WQXR-FM—Est. July, 1947—242, 96.3 mc, 20 kw, B. Interstate Bcstg. Co. Inc. (WQXR), 730 Fifth Ave. Tel.: Circle 5-5566. John V. L. Hogan, Pres.; Elliott M. Sanger, V. P. & Gen. Mgr.; Norman S. McGee, V. P. & Sales Mgr.; Eleanor N. Sanger, Prog. Dir.; Russell D. Valentine, Chief Engr. Rep.: Raymer. **Services:** Associated. World, AP.

NIAGARA FALLS, WHLD-FM—Est. Jan., 1947—253, 98.5 mc, 20 kw, B. The Niagara Falls Gazette Publ. Co. (WHLD), Hotel Niagara. Tel.: 8421. Earl C. Hull, V. P. & Gen. Mgr.; Richard G. Robbins, Coml. Mgr.; Robert J. Manning, Prog. Dir.; Robert J. Wilson, Chief Engr. Rep.: Headley-Reed. **Services:** Associated, Lang-Worth, Standard, World, SESAC, UP.

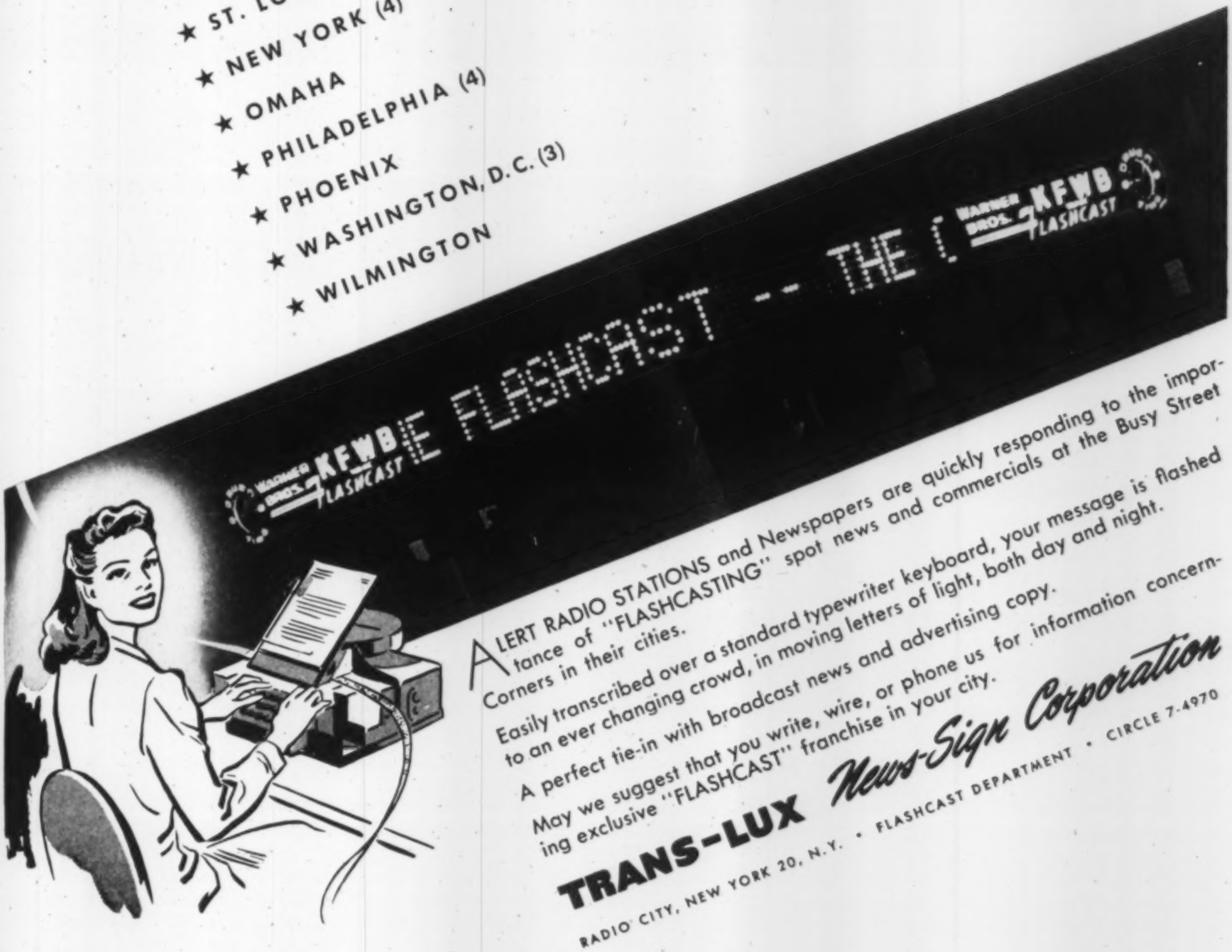
OGDENSBURG, WSLB-FM—Est. Aug., 1948—291, 106.1 mc, 13.7 kw, B. St. Lawrence Bcstg. Corp. (WSLB), 2315 Knox St. Tel.: 500. Joseph R. Brandy, Pres. & Coml. Mgr.; Harold J. Frank, Sec.-Treas. & Coml. Mgr.; Hal Gilman, Prog. Dir.; Flo Beach Rowe, Traffic; Ellsworth Hall, Chief Engr. Rep.: Walker. **Service:** UP.

(Continued on page 310)

TRANS-LUX at busy street corners in U.S.A.

TRANS-LUX NEWS-SIGN INSTALLATIONS NOW OPERATING *in*

- ★ ALBANY
- ★ BALTIMORE (3)
- ★ HOUSTON
- ★ LOS ANGELES
- ★ MEMPHIS
- ★ MIAMI
- ★ ST. LOUIS
- ★ NEW YORK (4)
- ★ OMAHA
- ★ PHILADELPHIA (4)
- ★ PHOENIX
- ★ WASHINGTON, D.C. (3)
- ★ WILMINGTON



ALERT RADIO STATIONS and Newspapers are quickly responding to the importance of "FLASHCASTING" spot news and commercials at the Busy Street Corners in their cities.

Easily transcribed over a standard typewriter keyboard, your message is flashed to an ever changing crowd, in moving letters of light, both day and night.

A perfect tie-in with broadcast news and advertising copy.

May we suggest that you write, wire, or phone us for information concerning exclusive "FLASHCAST" franchise in your city.

TRANS-LUX *News-Sign Corporation*

RADIO CITY, NEW YORK 20, N.Y. • FLASHCAST DEPARTMENT • CIRCLE 7-4970

(Continued from page 308)

ONEONTA, WDOS-FM—Est. Feb., 1948—256. 99.1 mc. 4.2 kw, B. Oneonta Star Inc. (WDOS), 12-14 Broad St. Tel.: 2300. James H. Ottaway, Pres.; Eugene J. Brown, Gen. Mgr.; Walton F. Deming, Station Mgr.; Charles Hobart, Prog. Dir.; Wiley Bates, Chief Engr. **Services:** Capitol, World, AP.

OSWEGO, WOPT(FM)—Est. Dec., 1947—284, 104.7 mc, 3 kw, B. Palladium-Times Inc., 174-176 W. First St. Edwin M. Waterbury, Owner; Robert E. Russell, Station & Coml. Mgr.; Paul S. Abbott, Prog. Dir.; Cyril M. Edmunds, Chief Engr. **Services:** World, AP.

POUGHKEEPSIE, WHVA(FM)—Est. Dec., 1947—284, 104.7 mc, 2.3 kw, B. Poughkeepsie Newspapers Inc. (WKIP), Memorial Square. Tel.: 6800. M. C. Speidel, Pres.; George W. Bingham, Gen. Mgr.; Henry Behre, Coml. Mgr.; Richard Crans, Prog. Dir.; Marvin Seimes, Chief Engr. **Services:** Associated, Standard, AP.

ROCHESTER 4, WHEC-FM—Est. Feb., 1940—243, 96.5 mc, 65 kw, B. WHEC Inc. (WHEC), 40 Franklin St. Tel.: Baker 6740. Frank E. Gannett, Pres.; Clarence Wheeler, Exec. V. P., Le Moine C. Wheeler, Coml. Mgr.; William J. Adams, Prog. Dir.; Bernard C. O'Brien, Chief Engr. Rep.: McKenney. **Services:** Associated, Standard, AP.

ROCHESTER 4, WRNY-FM—Est. Feb., 1948—250, 97.9 mc, 27 kw, B. Monroe Bcstg. Co. Inc. (WRNY), 191 East Ave. Tel.: Hamilton 9775. George B. Kelly, Pres., Gen. & Coml. Mgr.; Addison Penfield, Prog. Dir.; Felix Bonvouloir, Chief. Engr. Rep.: Young. **Services:** Lang-Worth, AP.

ROCHESTER 10, WHFM(FM)—Est. Nov., 1939—255, 98.9 mc, 20 kw, B. Stromberg-Carlson Co. (WHAM), Radio City. Tel.: Culver 7240. Dr. R. H. Manson, Pres.; William Fay, V. P. & Gen. Mgr.; John W. Kennedy Jr., Coml. Mgr.; Charles Siverson, Prog. Dir.; Kenneth J. Gardner, Chief Engr. Rep.: Hollingbery. **Services:** Standard, World, UP.

SCHENECTADY 5, WBCA(FM)—Est. July, 1941—266, 101.1 mc, 1 kw, B. Capitol Bcstg. Co., Inc., 408 State St. Tel.: 3-1423. Leonard L. Asch, Pres. & Gen. Mgr.; Valerie Eaton, Coml. Mgr.; Howard Maschmeier, Prog. Dir.; Dwelle S. Hoag, Chief Engr. **Service:** Associated.

SCHENECTADY 5, WGFM(FM)—Est. 1940—258, 99.5 mc, 6 kw, B. General Electric Co. (WGY), 1 River Road. Tel.: 3-2121. R. S. Peare, V. P. & Mgr.; B. J. Rowan, Asst. Mgr.; G. Emerson Markham, Station Mgr.; A. G. McDonald, Sales & Prom. Mgr.; W. J. Purcell, Chief Engr. **Services:** Lang-Worth, Thesaurus, AP, UP.

SOUTH BRISTOL, WVBT(FM)—270, 101.9 mc, 1.3 kw, B. Rural Radio Network Inc. 118 North Tioga St. Ithaca, N.Y. Tel.: Ithaca 3341. R. Bruce Gervan, Gen. Mgr.; H. S. Brown, Sales Mgr.; R. B. Child, Prog. Dir.; D. K. deNeuf, Chief Engr.

SYRACUSE 2, WAGE-FM—Est. April, 1947—253, 98.5 mc, 1.6 kw, B. WAGE Inc. (WAGE), Loew Bldg. Tel.: 2-0277. Frank G. Revoir, Pres.; William T. Lane, Gen. Mgr.; Aaron Beckwith, Coml. Mgr.; Gordon Alderman, Prog. Dir.; Donald F. Langham, Chief Engr. Rep.: Petry. **Service:** AP.

SYRACUSE 2, WFBL-FM—Est. Feb., 1947—226, 93.1 mc, 8.5 kw, B. Onondaga Radio Bcstg. Corp. (WFBL), 433 S. Warren St. Tel.: 2-1147. O. F. Soule, Pres.; S. Woodworth, Gen. Mgr.; R. Gantter, Prog. Dir.; J. Kelley, Chief Engr.; L. Wylie, Sales Mgr. Rep.: Free & Peters. **Services:** World, UP.

SYRACUSE, WNDR-FM—Est. Jan., 1948—275, 102.5 mc, 8.5 kw, B. Syracuse Bcstg. Corp. (WNDR), 306 S. Salina St. Tel.: 2-6101. Frank Bahouth Jr., Gen. & Coml. Mgr.; Bernard Roberts, Prog. Dir.; Charles E. Just, Chief Engr. **Services:** Associated, Lang-Worth, AP.

SYRACUSE 2, WSYR-FM—Est. July, 1946—233, 94.5 mc, 9 kw, B. Central N. Y. Bcstg. Corp. (WSYR), Syracuse-Kemper Bldg. Tel.: 3-7111. H. C. Wilder, Pres.; E. R. Vadeboncoeur, Gen. Mgr.; W. R. Alford Jr., Coml. Mgr.; Bill Rothrum, Prog. Dir.; G. Armand Belle Isle, Chief Engr. Rep.: Headley-Reed. **Services:** Associated, Lang-Worth, UP.

TROY, WFLY(FM)—Est. Aug., 1948—222, 92.3 mc, 5.1 kw, B. The Troy Record Co., Broadway & Fifth. Tel.: 6100. Frank L. York, Gen. Mgr.; Robert C. Goodrich, Sta. Mgr.; Evelyn Johnson Small, Prog. Dir.; Arthur Stuarts Jr., Chief Engr. **Services:** World, Capitol, AP.

TROY, WTRI(FM)—Est. Dec., 1946—274, 102.7 mc, 3.5 kw, B. Troy Bcstg. Co. Inc. (WTRY), 92 Fourth St. Tel.: 2100. H. C. Wilder, Pres.; W. A. Riple, Gen. Mgr.; James F. Baker, Station Mgr; John W. Sutphen, Coml. Mgr.; W. W. Carter, Prog. Dir.; A. H. Chismark, Chief Engr. Rep.: Headley-Reed. **Services:** Associated, Lang-Worth, UP.

UTICA, WIBX-FM—Est. Dec., 1947—245, 96.9 mc, 9 kw, B. WIBX Inc. (WIBX), First Bank Bldg. Margaret P. Bowen, Pres. & Gen. Mgr.; Elliott Stewart, Coml. Mgr.; William J. Calvert, Prog. Dir.; J. T. Dowdell, Chief Engr. Rep.: Wood & Colton. **Services:** World, UP, INS.

UTICA-ROME, WRUN-FM—Est. Dec., 1946—289, 105.7 mc, 4.3 kw, B. Rome Sentinel Co. (WRUN), 136 N. James St., Rome. Tel.: 336. Bradley C. Barnard, Pres.; Fritz S. Updike, Gen. Mgr.; Thomas E Martin, Sta. Mgr.; Stewart T. Spencer, Prog. Dir.; Rep.: Avery-Knodel. **Services:** Associated, Thesauras, AP.

WATERTOWN, WWNY-FM—Est. Feb., 1948—263, 100.5 mc, 14 kw, B. The Brockway Co. (WWNY), 126 Arcade St. Tel.: 27. Harold B. Johnson, Pres.; Louis Saiff Jr., Gen. & Coml. Mgr.; David Graves, Prog. Dir.; Maynard B. Davis, Chief Engr. Rep.: Weed. **Services:** Associated, SESAC, World, UP.

WETHERSFIELD, WFNF(FM)—299, 107.7 mc, 1.3 kw, B. Rural Radio Network Inc., 118 N. Tioga St., Ithaca, N. Y. Tel.: Ithaca 3341. R. Bruce Gervan, Gen. Mgr.; H. S. Brown, Sales Mgr; R B. Child, Prog. Dir.; D. K. de Neuf, Chief Engr.

WHITE PLAINS, WFAS-FM—Est. Sept., 1947—280, 103.9 mc, 1 kw, A. Westchester Bcstg. Corp. (WFAS), 8 Church St. Tel.: 9-6400. V. E. Macy Jr., Pres.; Frank A. Seitz, Gen. Mgr. & Chief Engr.; John E. Arens, Coml. Mgr.; Randall Kaler, Prog. Dir. Rep.: Headley-Reed. **Services:** Associated, World, AP.

NORTH CAROLINA

ASHEVILLE, WISE-FM—Est. April, 1947—273, 102.5 mc, 9.6 kw, B. Radio Station WISE Inc. (WISE), 100 College St. Tel.: 4560. H. H. Thoms, Pres.; Lloyd B. Leonard, Gen. & Coml. Mgr.; Harold Moon, Prog. Dir.; Matthew C. Munn, Chief Engr. Rep.: Avery-Knodel. **Service:** AP.

ASHEVILLE, WLOS-FM—Est. Aug., 1947—282, 104.3 mc, 9.2 kw, B. Skyway Bcstg. Corp. (WLOS), Battery Park Hotel. Tel.: 2-2431. Charles B. Britt, V. P.; Kenneth Beachward, Station Mgr.; Grady Edney, Prog. Dir.; William Chambers, Chief Engr. Rep.: Taylor-Borroff. **Services:** Standard, UP, INS.

BURLINGTON, WBBB-FM—Est. Sept., 1946—266, 101.1 mc, 34 kw, B. Alamance Bcstg. Co. Inc. (WBBB), 310 S. Main St. Tel.: 6-6376. E. Z. Jones, Gen. Mgr.; Frank Parton, Coml. Mgr.; Edgar Brooks, Prog Dir.; Berry Tysor, Chief Engr. Rep.: McGillvra. **Services:** Associated, Capitol, Lang-Worth, AP.

BURLINGTON, WFNS-FM—Est. Dec., 1947—230, 93.9 mc, 1.4 kw, B. Burlington-Graham Bcstg. Co. (WFNS), Andrews St. Tel.: 65536. E. C. Chulls, Gen. Mgr.; Ed Minki, Coml. Mgr.; Rex Mood, Prog. Dir.; Harold Taylor, Chief Engr. **Services:** World, UP.

CHARLOTTE 2, WAYS-FM—Est. May, 1947—299, 107.7 mc, 3 kw, B. Intercity Adv. Co. (WAYS), 120 E. 3rd St. Tel.: 3-7173. G. W. Dowdy, Pres.; Walter H. Goan, Gen. Mgr.; Harry Barfield, Prog. Dir.; A. L. Chaney Jr., Chief Engr. Rep.: Avery-Knodel. **Services:** Lang-Worth, SESAC, INS.

CHARLOTTE, WBT-FM—Est. Feb., 1947—260, 99.9 mc, 273 kw, B. Jefferson Standard Bcstg. Co. (WBT), Wilder Bldg. Tel.: 3-8833. J. M. Bryan, Pres.; Charles H. Crutchfield, V. P. & Gen. Mgr.; J. R. Covington, Prom. Mgr.; Keith Byerly, Sales Mgr.; Larry Walker, Prog. Dir.; M. J. Minor, Chief Engr. Rep.: Radio Sales. **Services:** Associated, AP, UP.

CHARLOTTE, WIST (FM)—Est. Jan., 1948—284, 104.7 mc, 50 kw, B. Surety Bcstg. Co., 112 S. Tryon St. Tel.: 4-7165. Francis Hipp, Pres.; Ray A. Furr, Gen. Mgr.; William Linde, Coml. Mgr.; Hugh Barnett, Chief Engr. **Services:** Associated, UP.

CHARLOTTE, WMIT (FM)—Est. June, 1942—295, 106.9 mc, 72.5 kw, B. Radio WMIT, 419 N. Spruce St. Tel.: 2-4141 (Winston-Salem). Gordon Gray, Pres.; Harold Essex, Gen. Mgr.; C. M. Smith Jr., Chief Engr. Rep.: Headley-Reed. **Services:** Associated, Standard, UP.

CHARLOTTE, WSOC-FM—Est. June, 1948—278, 103.5 mc, 38 kw, B. Radio Station WSOC Inc. (WSOC), 1925 N. Tryon St. Tel.: 7138. E. J. Gluck, Pres. & Gen. Mgr.; Bomar Lowrance, Coml. Mgr.; Paul Marion, Prog. Dir.; L. L. Caudle Jr., Chief Engr. **Services:** Thesaurus, Standard, AP.

DURHAM, WDNC-FM—Est. Feb., 1948—286, 105.1 mc, 36 kw, B. Durham Radio Corp. (WDNC), 138½ East Chapel Hill St. Tel.: R-155. C. C. Council, Pres.; J. Frank Jarman, Gen. Mgr.; C. James Woodhouse, Coml. Mgr.; E. R. Higgins Jr., Prog. Dir.; Sue Taylor, Office Mgr.; K. A. Taylor, Chief Engr. Rep.: Raymer. **Services:** Associated, AP, UP.

FAYETTEVILLE, WFNC-FM—Est. May, 1942—251, 98.1 mc, 12 kw, B. Cape Fear Bcstg. Co. (WFNC), 114 Anderson St. Tel.: 4848. Victor W. Dawson, Gen. Mgr.; Luther Gambill, Coml. Mgr.; Nat R. Martin, Prog. Dir. Rep.: Walker. **Services:** World, UP.

GASTONIA, WGNC-FM—Est. Sept, 1947—270, 101.9 mc, 11.1 kw, B. F. C. Todd (WGNC). Tel.: 732. F. C. Todd, Pres.; Pat McSwain, Gen. Mgr.; Frank Abernethy, Coml. Mgr.; Fred Gray, Prog. Dir.; W. C. Groves Jr., Chief Engr. **Services:** Lang-Worth, UP.

GOLDSBORO, WGBR-FM—Est. Jan., 1948—227, 93.3 mc, 35 kw, B. Eastern Carolina Bcstg. Co. Inc. (WGBR), Borden Bldg. Tel.: 1550. A. T. Hawkins, Pres.; Leland B. Nelson, Gen. & Coml. Mgr.; Vassie Balkcum, Prog Dir.; Dan Trueblood, Chief Engr. Rep.: Walker. **Services:** World, Thesaurus, AP.

GREENSBORO, WCTP (FM)—254, 98.7 mc, 44 kw, B. Capitol Bcstg. Co.

GREENSBORO, WFMY (FM)—Est. March, 1948—247, 97.3 mc, 26 kw B. Greensboro News Co. 201 N. Davie St. Tel.: 3-8611. Gaines Kelley, Gen. Mgr.; Walter R. Murray, Coml. Mgr.; Ted W. Austin, Prog. Dir.; James F. Winecoff, Chief Engr. **Services:** Associated, SESAC, UP.

GREENSBORO, WGBG-FM—Est. March, 1947—262, 100.3 mc, 37 kw, B. Greensboro Bcstg. Co. Inc. (WGBG), P. O. Box 2280. Tel.: 3-3631. Ralph M. Lambeth, Pres. & Gen. Mgr.; Earl O. Sullivan, Coml. Mgr.; H. Marie Craven, Prog. Dir.; James M. Stewart, Chief Engr. Rep.: Burn-Smith. **Services:** Associated, Capitol, Lang-Worth, UP.

HENDERSON, WHNC-FM—Est. Oct., 1948—297, 107.3 mc, 8.5 kw, B. Henderson Radio Corp. (WHNC), 219 S. Williams St. Tel.: 736-1446. S. S. Stevenson, Pres.; Nathan Frank, Gen. & Coml. Mgr.; Virginia Parham, Prog. Dir.; Lewis Hiland, Chief Engr. Rep.: Griffith. **Services:** Thesaurus, Lang-Worth, Cole, AP.

HICKORY, WHKY-FM—Est. April, 1948—275, 102.9 mc, 180 kw, B. Catawba Valley Bcstg. Co. Inc. (WHKY), Radio Bldg. Tel.: 2294. Carl V. Cline, Pres.; Edmund S. Long, Gen. Mgr.; J. Frank Haithcox, Coml. Mgr.; Edmund S. Long, Chief Engr. **Services:** World, Associated, UP.

HIGH POINT, WHPE-FM—Est. Oct., 1947—238, 95.5 mc, 37 kw, B. High Point Enterprise Inc. (WHPE), 305 North Main St. Tel.: 3466. R. B. Terry, Pres.; Pat Taylor, Gen. & Coml. Mgr.; Nick Lawrence, Prog. Dir.; Yancy Cecil, Chief Engr. **Services:** Associated, Standard, AP.

HIGH POINT, WMFR-FM—Est. Oct., 1946—258, 99.5 mc, 38 kw, B. Radio Station WMFR (WMFR), 164 S. Main St. Tel.: 4593. Frank S. Lambeth, Pres. & Gen. Mgr.; Larry Russell, Coml. Mgr.; Gary Davis, Prog. Dir.; Robert Moore, Chief Engr. Rep.: Burn-Smith. **Services:** Capitol, Lang-Worth, UP.

RALEIGH, WNAO-FM—241, 96.1 mc, 25 kw, B. News & Observer Publ. Co. (WNAO), 219 S. McDowell St. Tel.: 2-0321. Josephus Daniels Jr., Pres.; Dudley Tichenor, Gen. & Coml. Mgr.; Robert Hitchens, Prog. Dir.; B. E. Porter, Chief Engr. Rep.: Avery-Knodel. **Services:** Thesaurus, Standard, UP.

RALEIGH, WRAL-FM—Est. Sept., 1946—268, 101.5 mc, 54 kw, B. Capitol Bcstg. Co. Inc. (WRAL), 130 S. Salisbury St. Tel.: 6411. A. J. Fletcher, Pres.; Fred Fletcher, Gen. & Coml. Mgr.; Ray Reeve, Prog. Dir.; Virgil D. Duncan, Chief Engr. Rep.: Weed. **Services: World, AP.**

REIDSVILLE, WREV (FM)—Est. Sept., 1948—271, 102.1 mc, 1.6 kw, B. C. R. & W. M. Oliver (Reidsville Bcstg. Co.), 114½ N. Scales St. Tel.: 1817 & 1818. Charles H. Slate, Gen. Mgr.; George L. Hall, Coml. Mgr.; Alfred "Tank" Nelson, Prog. Dir.; Walter Harrold, Asst. Chief Engr.; John H. Buck, Chief Engr. **Services:** Standard, UP.

ROANOKE RAPIDS, WCBT-FM—Est. Nov., 1947—253, 98.5 mc, 16 kw, B. Radio Station WCBT Inc. (WCBT), 251 Roanoke Ave. Tel.: R-855-1. S. E. Crew, Pres. & Gen. Mgr.; A. L. Drew, Coml. Mgr.; Jesse Helms, Prog. Dir.; C. W. Meares, Chief Engr. **Services:** Lang-Worth, World, UP.

ROCKY MOUNT, WCEC-FM—Est. Nov., 1947—264, 100.7 mc, 33 kw, B. Josh L. Horne Jr. (WCEC), 115 N. Church St. Tel.: 2880. Josh L. Horne, Pres.; Mel Warner, Gen. Mgr.; Ray Thompson, Coml. Mgr.; Ray Wilkinson, Prog. Dir.; Harold Agcock, Chief Engr. **Services:** Associated, Capitol, AP.

ROCKY MOUNT, WEED-FM—Est. Nov., 1948—221, 92.1 mc, 0.27 kw, A. W. A. Wynne (WEED), Box 752. Tel.: 1420. W. A. Wynne, Pres. **Services:** World, AP.

SALISBURY, WSTP-FM—Est. March, 1947—293, 105.5 mc, 27 kw, B. Piedmont Bcstg. Corp. (WSTP), State Theatre Bldg. Tel.: 2121. Bryce P. Beard, Pres.; Russell B. McIntire, Gen. Mgr. & Prog. Dir.; Katherine Murphy, Coml. Mgr.; Carl B. Watson, Chief Engr. Rep.: Burn-Smith & Pierce-Cook. **Services:** Lang-Worth, AP.

SHELBY, WOHS-FM—Est. March, 1947—241, 96.1 mc, 2.6 kw, B. Western Carolina Radio Corp. (WOHS), Tel.: 340. Lee B. Weathers, Pres.; Robert M. Wallace, Gen. Mgr. & Chief Engr.; Ken Willson, Coml. Mgr.; Milton Scarboro, Prog. Dir. **Services:** Associated, AP.

STATESVILLE, WSIC-FM—Est. May, 1947—289, 105.7 mc, 2.4 kw, B. Statesville Bcstg. Co. Inc. (WSIC), Radio Road, P. O. Box 1189. Tel.: 1000. Dr. James W. Davis, Pres.; Harry Gatton, Gen. & Coml. Mgr.; Al Watson, Prog. Dir.; T. K. Abernethy, Chief Engr. Rep.: Continental. **Services:** World, AP.

WILMINGTON, WMFD-FM—Est. Dec., 1948—242, 96.3 mc, 11 kw, B. Richard Austin Dunlea (WMFD), Box 696. Tel: 4840. Richard Austin Dunlea, Pres. & Gen. Mgr.; Claud O'Shields, Coml. Mgr.; Ed McKay, Prog. Dir.; Mrs. D. V. Mitton, Asst. Mgr.; E. I. Herring Jr., Chief Engr. Rep.: Burn-Smith. **Services:** World, UP.

WILSON, WGTM-FM—Est. March, 1947—294, 106.7 mc, 20 kw, B. Penn Thomas Watson (WGTM), P. O. Box 976. Tel.: 2188. Penn Thomas Watson, Pres.; Allen Wannamaker, Gen. Mgr.; Harry Severance, Coml. Mgr.; Pat Nabors, Prog. Dir.; Clint Faris, Asst. Mgr.; W. H. Malone, Chief Engr. Rep.: Weed. **Services:** World, Thesaurus, UP.

WINSTON-SALEM 3, WAIR-FM—Est. Aug., 1947—226, 93.1 mc, 32 kw, B. WAIR Bcstg. Co. (WAIR), Pepper Bldg. Tel.: 2-1133. George D. Walker, Gen. Mgr.; C. G. Hill, Coml. Mgr.; Doris Pardington, Prog. Dir.; Lee King, Chief Engr. Rep.: Avery-Knodel. **Services:** Cole, Lang-Worth, World, AP.

WINSTON-SALEM 1, WSJS-FM—Est. Dec., 1947—281, 104.1 mc, 48 kw, B. Piedmont Pub. Co. (WSJS), 419-21 N. Spruce St. Tel.: 2-4141. Gordon Gray, Pres.; Harold Essex, V. P. & Mgng. Dir.; Harry B. Shaw, Coml. Mgr.; Robert C. Estes, Prog. Dir.; Phil Hedrick, Chief Engr. Rep.: Headley-Reed. **Services:** Associated, Standard, UP.

NORTH DAKOTA

FARGO, KVNJ-FM—Est. Nov., 1947—222, 92.3 mc, 64 kw, B. Northwest Bcstg. Co. Inc. (KVNJ), 217½ Broadway. Tel.: 2-3201. John Nystul, Pres. & Gen. Mgr.; G. L. Schoberg, Prog. Dir.; Harold Vose, Chief Engr. **Services:** Associated, World, UP.

(Continued on page 312)

for aggressive advertising-intensive selling

You need this

ARSENAL of FACTS

The New
1948

STANDARD
ADVERTISING
REGISTER

The Register Lists

- The Advertiser, Address, Capitalization
- Products with Trade Names
- Corporate Executives
- Advertising Manager
- Sales Manager
- Printing Buyer
- Advertising Agency Handling Account
- Account Executive
- Advertising Media Used
- Advertising Appropriations
- Character, Extent of Distribution

13,000 advertisers and their agencies

When you want basic sales facts instantly about the Companies and their Agencies who spend 95% of every national advertising dollar — facts to help you plan your advertising and selling for profit — you need the 1948 STANDARD ADVERTISING REGISTER.

All in one volume, cross-indexed for ready reference, all 13,000 Companies with executive personnel, 12,000 brand names, 47 product groups, indexed by 82 classifications. Here are the facts you need to analyze your competition, or solicit the Advertiser or Agency by person or mail.

AGENCY LIST
STANDARD ADVERTISING REGISTER
SEPTEMBER 1948
STANDARD ADVERTISING REGISTER

The AGENCY LIST

Standard source of information about 2,000 U. S. and Canadian advertising agencies with list of their recognition, personnel, and over 30,000 clients. Issued three times a year — the AGENCY LIST is part of STANDARD'S complete service or may be purchased separately.

Free

Write for colored illustrated booklet giving full information about the STANDARD ADVERTISING REGISTER and Supplementary Services. It's yours for the asking.

330 WEST 42nd STREET
New York 18, N. Y.

NATIONAL REGISTER PUBLISHING CO., Inc.

333 N. MICHIGAN AVENUE
Chicago 1, Illinois

(Continued from page 310)

OHIO

AKRON 8, WAKR-FM—Est. Oct., 1947—248, 97.5 mc, 20 kw, B. Summit Radio Corp. (WAKR), First National Tower. Tel.: Hemlock 6151. S. Bernard Berk, Pres. & Gen. Mgr.; Roger G. Beck, Station Dir.; Kenneth M. Keegan, Coml. Mgr.; Edward N. Palen, Prog. Dir.; Irwin I. Knopp, Chief Engr. Rep.: Weed. **Services:** Associated, Capitol, AP, UP.

ALLIANCE, WFAH(FM)—Est. March, 1947—269, 101.7 mc, 1 kw, A. Radio Division The Review Pub. Co., 2720 S. Union Ave. Tel.: 6286. Mrs. Alice C. Holles, Pres.; Paul W. Reed, Gen. Mgr.; Paul Gilmor, Coml. Mgr.; Robert Hansen, Prog. Dir.; Arthur McCracken, Chief Engr. Rep.: FM Reps. **Services:** Lang-Worth, World, UP

ASHLAND, WATG(FM)—Est. May, 1947—267, 101.3 mc, 10.2 kw, B. Beer & Koehl. Tel.: Main 1573. Robert M. Beer, Pres. & Gen. Mgr.; Robert Castor, Coml. Mgr.; Richard Leidy, Prog. Dir.; Fred Rosentreter, Chief Engr. **Services:** Lang-Worth, Thesaurus, World, AP.

BELLAIRE, WTRF-FM—Est. Nov., 1947—263, 100.5 mc, 20 kw, B. Tri-City Bcstg. Co. (WTRF), The Skyline. Tel.: 1515. Robert W. Ferguson, Gen. Mgr.; Frank Curtis, Prog. Dir.; George Cowen, Chief Engr. Rep.: Walker. **Services:** SESAC, World, AP.

CANTON, WAND-FM—Est. Oct., 1948—223, 92.5 mc, 14 kw, B. Radio Station WAND (WAND), 106 High Ave., N.W. Tel.: 8397. P. C. Wilson, Pres. & Gen. Mgr.; Larry Buller, Prog. Dir.; Andy Smith, Chief Engr. **Services:** Associated, AP.

CANTON, WCMW-FM—Est. July, 1947—235, 94.9 mc, 15 kw, B. Stark Bcstg. Corp. (WCMW), 317 W. Tuscarswas. Tel.: 8219. Merlin R. Schneider, Pres.; J. Leonard Taylor, Gen. Mgr.; C. H. Girt Jr., Chief Engr. Rep.: Burn-Smith. **Services:** Lang-Worth, Standard, Thesaurus, INS.

CANTON, WHBC-FM—Est. Jan., 1948—231, 94.1 mc, 25 kw, B. The Ohio Bcstg. Co. (WHBC), 550 Market Ave S. Tel.: 7166. Eugene Carr, Radio Dir.; Robert C. Fehlman, Station Mgr.; Frank R. Proudfoot, Coml. Mgr.; Gervis Brady, Prog. Dir.; Kenneth L. Sliker, Chief Engr. Rep.: Taylor-Borroff. **Services:** Capitol, AP, UP.

CINCINNATI 6, WCTS(FM)—Est. Sept., 1947—270, 101.9 mc, 12.6 kw, B. Radio Cincinnati (WKRC), Hotel Alms. Tel.: Woodburn 0550. Hubert Taft Jr., Pres.; David Taft, Gen. Mgr.; Robert Bender, Coml. Mgr.; Helen Nugent, Prog. Dir.; George Wilson, Chief Engr. Rep.: Transit Radio. **Services:** Associated, World, AP, UP.

CINCINNATI 2, WLWA(FM)—Est. Oct., 1940—266, 101.1, mc, 20 kw, B. Crosley Bcstg. Corp. (WLW-WLWT), 140 W. Ninth St. Tel.: Cherry 1822. James D. Shouse, Pres.; Robert E. Dunville, Gen. Mgr.; Harry M. Smith, Coml. Mgr.; William P. Robinson, Prog. Dir.; R. J. Rockwell, Chief Engr. **Services:** Capitol, Thesaurus, UP, INS.

CINCINNATI, WSAI-FM—Est. Sept., 1948—274, 102.7 mc, 14.7 kw, B. Buckeye Bcstg. Co. (WSAI), 115 East 4th St. Tel.: Main-1068. Marshall Field, Pres.; Robert M. Sampson, Gen Mgr.; Robert H. Boulware, Coml. Mgr.; James Leonard, Prog. Dir.; William E. Symons, Chief Engr. Rep.: Avery-Knodel. **Services:** Thesaurus, Capitol, Standard, UP.

CLEVELAND 14, WEWS-FM—Est. Nov., 1947—271, 102.1 mc, 10.3 kw, B. Scripps-Howard Radio Inc. (WEWS), 1816 E. 13th St. Tel.: Superior 6111. Jack Howard, Pres.; James C. Hanrahan, Gen. Mgr.; J. Harrison Hartley, Station Dir.; J. B. Epperson, Chief Engr. **Services:** SESAC, Associated, UP.

CLEVELAND 13, WHK-FM—Est. March, 1946—264, 100.7 mc, 23 kw, B. United Bcstg. Co. (WHK), 1311 Terminal Tower. Tel.: Prespect 5800. Kenneth K. Hackathorn, Gen. Mgr.; Jackson B. Maurer, Coml. Mgr.; C. M. Hunter, Prog. Dir.; R. H. DeLany, Chief Engr. Rep.: Raymer. **Services:** Associated, Lang-Worth, AP.

CLEVELAND, WJW-FM—Est. April, 1948—281, 104.1 mc, 20 kw, B. WJW Inc. (WJW), 1375 Euclid Ave. Tel.: Superior-0101. William M. O'Neil, Pres.; Lawrence Webb, Asst. to Pres.; Frank H. Blumer, Dir. of Sales & Sales Prom.; Charles V. Hunter, Prog. Dir.; Harold W. Waddell, Natl. Sales Mgr.; Gerold G. Roberts, Chief Engr. Rep.: Headley-Reed. **Services:** Standard, UP, Transradio.

CLEVELAND HEIGHTS 18, WSRS-FM—Est. Dec., 1947—237, 95.3 mc, 1 kw, A. WSRS Inc. (WSRS), 2156 Lee Rd. Tel.: EA 2005. S. R. Sague, Pres. Rep.: Forjoe. **Services:** Lang-Worth, World, SESAC, AP.

COLUMBUS 15, WCOL-FM—Est. Dec., 1947—232, 92.3 mc, 33 kw, B. The Pixleys (ABC), (WCOL), 22 South Young St. Tel.: Main 4581. L. A. Pixley, Partner; Al Albinger, Station Dir.; Frank Tate, Prog. Dir.; Leo DeConnick, Chief Engr. Rep.: Headley-Reed. Services: Associated, Lang-Worth, AP, UP.

COLUMBUS, WELD(FM)—Est. March, 1940—246, 97.1 mc, 35 kw, B. Radio Ohio Inc. (WBNS), 33 N. High St. Tel.: Main 1644. Richard S. Wolfe, Pres.; Richard A. Borel, Gen. Mgr.; Lester H. Nafzger, Station Dir. & Chief Engr.; Herbert J. Welch, Coml. Mgr.; William Pepper, Prog. Dir. **Services:** Associated, World, AP.

COLUMBUS, WHKC-FM—Est. Dec., 1948—254, 98.7 mc, 30 kw, B. United Bcstg. Co. (WHFC), 22 East Gay St. Tel.: Adams-1101. Sterling Graham, Pres.; Carl M. Everson, Vice Pres. & Gen. Mgr.; Harry H. Hoessly, Coml. Mgr.; John B. Moses, Prog. Dir.; Wm. C. Minor, Chief Engr. Rep.: Raymer. **Services:** Lang-Worth, Muzak, UP, INS.

COLUMBUS, WVKO(FM)—Est. Nov., 1948—34, 94.7 mc, B. Sky Way Bcstg. Corp., 274 S. Third St. Tel.: Main-5247. Gustav Hirsch, Pres.; Bob French, Gen. Mgr.; Neil Collins, Sales & Prom. Mgr.; Bert Charles, Prog. & Sports Dir.; Charles S. Freed, Musical Dir.; Frederick Eckardt, Chief Engr. **Services:** Associated, Capitol, UP, INS.

DAYTON, WHIO-FM, 256, 99.1 mc, 19 kw, B. Miami Valley Bcstg. Corp. (WHIO), 45 S. Ludlow St. Tel.: Ad. 2261. James M. Cox Jr., Pres.; Robert H. Moody, Gen. Mgr.; Harvey R. Young Jr., Coml. Mgr.; Lester G. Spencer, Prog. Dir.; Bud Baldwin, Prom. Mgr.; Ernest L. Adams, Chief Engr Rep.: Hollingbery, Cummings. **Services:** Associated, Standard, Cole, AP, UP, INS.

ELYRIA, WEOL-FM—Est. Oct., 1948—297, 107.3 mc, 18 kw, B. Elyria-Lorain Bcstg. Co. (WEOL), Elyria Savings & Trust Bldg. Tel.: 2255. Roy W. Ammel, Pres.; Bert H. Koeblitz, Gen. Mgr.; Martin Bouhan, Prog. Dir.; Harold A. Brinkman, Chief Engr. **Services:** Capitol, Lang-Worth, UP.

FINDLAY, WFIN-FM—Est. Apr., 1948—263, 100.5 mc, 8.2 kw, B. Findlay Radio Co. (WFIN), 500½ S. Main St. Tel.: 1330. Mrs. V. M. McDougle, Gen. Mgr.; Allen P. Dudley, Prog. Dir.; Edgar C. Smith, Chief Engr. **Services:** Standard, Lang-Worth, SESAC, INS.

FOSTORIA, WFOB(FM)—Est. Dec., 1946—288, 105.5 mc, 450 w, A. Seneca Radio Corp., 125 S. Main St. Tel.: 4635. Farrel F. Elsea, Pres. & Chief Engr.; Laurence W. Harry, Gen. Mgr.; Geln Broyles, Coml. Mgr.; Paul Park, Prog. Dir. **Services:** World, UP.

FREMONT, WFRO(FM)—Est. Dec., 1946—257, 99.3 mc, 1 kw, A. Robert F. Wolfe Co., 905 W. State St. Tel.: Main 3401. Robert F. Wolfe, Pres. & Gen. Mgr.; J. Weddell Kerr, Coml. Mgr.; Frank Swartz, Prog. Dir.; A. C. Kauble, Chief Engr. **Services:** World, Thesaurus, INS.

HAMILTON, WMOH-FM—Est. Aug., 1948—278, 103.5 mc, 8.7 kw, B. Fort Hamilton Bcstg. Co. (WMOH), Second Natl. Bank Bldg. Tel.: 4-6543. Robert J. Briede, Pres.; Jos. E. True, Gen. & Coml. Mgr.; Don J. Meeks, Prog. Dir.; Robert King, Chief Anncr.; Wm. Mc Dulin, News Editor; Don F. Volkman, Chief Engr. **Services:** Standard, UP.

LAKEWOOD, WLAL(FM)—285, 104.9 mc, 580 w, A. United Garage and Service Corp.

LIMA, WIMA-FM—Est. June, 1948—271, 102.1 mc, 15.5 kw, B. Northwestern Ohio Bcstg. Corp. (WIMA), 223 N. Main St. Tel.: 63841. G. E. Hamilton, Pres.; R. W. Mack, Gen. Mgr.; Ed Ulrick, Prog. Dir. Rep.: Weed. **Services:** Thesaurus, INS.

LIMA, WLOK-FM—Est. Sept., 1948—277, 103.3 mc, 25 kw, B. The Fort Industry Co. (WLOK), Natl. Bank Bldg. Tel.: 6-3411. George B. Storer, Pres.; J. Roberts Kerns, Mngn. Dir.; Harry Jay, Coml. Mgr.; Harley Lucas, Prog. Dir.; Lyle Lee, News Editor; Darrel Hunter, Chief Engr. Rep.: Avery-Knodel. **Services:** Lang-Worth, AP.

NEWARK, WCLT(FM)—Est. Aug., 1947—262, 100.3 mc, 1 kw, A. Advocate Printing Co., 25 West Main St. Tel.: 4007. Frank W. Spencer, Pres.; Thomas A. Rogers, Gen. Mgr.; Robert H. Pricer, Coml. Mgr.; Gene Ragle, Prog. Dir.; Ben E. Windle, Chief Engr. **Services:** Capitol, World, AP.

PORTSMOUTH, WPAY-FM—Est. June, 1948—281, 104.1 mc, 7 kw, B. The Scioto Bcstg. Co. (WPAY), 1009 Gallia St. Tel.: 1010. Roy D. Moore, Pres.; Gerald F. Boyd, Mgr. & Coml. Mgr.; Floyd M. Jackson, Prog. Dir.; Maurice L. Myers, Chief Engr. Rep.: Taylor-Borroff Co. **Services:** Lang-Worth, AP.

SPRINGFIELD 58, WJEM (FM)—Est. June, 1947—280, 103.9 mc, 1 kw, A. Champion City Bcstg. Co. (WJEL) 101 N. Fountain Ave. Tel.: 3-4676. D. J. Parsons, Pres.; Frank N. Jones, Gen. & Coml. Mgr.; Herb Haley, Prog. Dir. & Chief Engr. **Services:** Associated, Capitol, UP.

STEUBENVILLE, WSTV-FM—Est. June, 1947—278, 103.5 mc, 2 kw, B. The Valley Bcstg. Co. (WSTV), Exchange Realty Bldg. Tel.: 2-6265 Jack N. Berkman, Pres.; John J. Laux, Gen. Mgr.; Joseph M. Troesch, Tech. Adv.; George H. Wilson, Prog. Dir.; Charles S. Shepherd, Chief Engr. Rep.: McGillvra. **Services:** Lang-Worth, UP

TIFFIN, WTFM (FM)—Est. Oct., 1947—252, 98.3 mc, 450 w, A. Tiffin Bcstg. Co., 21 N. Wash. St. Tel.: 3548. Jay R. David, Pres. & Coml. Mgr.; Wayne Byers, V. P. & Prog. Dir.; Richard T. Roll, Gen. Mgr.; Richard H. Tolmie, Chief Engr. **Services:** Capitol, UP.

TOLEDO 4, WSPD-FM—Est. Aug., 1947—268, 101.5 mc, 3 kw, B. The Port Industry Co. (WSPD), 136 Huron St. Tel.: Adams 3175. George P. Storer, Pres.; E. Y. Flanigan, Mngn. Dir. & V. P.; Westford Shannon, Coml. Mgr.; Glenn Jackson, Prog. Dir.; O. William Myers, Prog. Dir.; Wm. Stringfellow, Chief Engr. Rep.: Katz. **Services:** Lang-Worth, Standard, Thesaurus, AP, UP, INS.

TOLEDO 4, WTRT(FM)—Est. Dec., 1946—260, 99.9 mc, 250 w, B. Unity Corp. (WTOD), 515 Madison Ave. Tel.: Garfield 5551. Edward Lamb, Pres.; Sunne Miller, Gen. Mgr. & Prog. Dir.; Charles Smith, Coml. Mgr.; Robert Sowers, Chief Engr. Rep.: Young. **Services:** Lang-Worth, Standard, AP.

WOOSTER, WWST-FM—Est. Sept., 1947—283, 104.5 mc, 13 kw, B. Wooster Republican Printing Co. (WWST). Tel.: 760. R. E. Dix, Pres.; E. B. Evans, Gen. Mgr.; C. R. Grunder, Chief Engr. **Services:** Standard, World, AP.

YOUNGSTOWN, WFMJ-FM—286, 105.1 mc, 50 kw, B. WFMJ Bcstg. Co. (WFMJ), 101 W. Boardman St. Tel.: 34121 Wm. F. Maag, Pres. & Gen. Mgr.; Phil Wood, Natl. Sales Mgr.; R. B. Mackall, Prog. Dir.; F. A. Dieringer, Chief Engr. Rep.: Headley-Reed. **Services:** Standard, Thesaurus, UP, AP.

YOUNGSTOWN, WKBN-FM—Est. Aug., 1947—255, 98.9 mc, 9 kw, B. WKBN Bcstg. Corp. (WKBN), 17 N. Champion St. Tel.: 4-2122. W. P. Williamson Jr., Pres. & Gen. Mgr.; J. L. Bowden, Coml. Mgr.; Baldwin Harper, Prog. Dir.; B. T. Wilkens, Chief Engr. **Services:** Lang-Worth, UP.

OKLAHOMA

ARDMORE, KVSO-FM—Est. Sept., 1948—229, 93.7 mc, 8.2 kw, B. John F. Easley (KVSO) 112-14 N. Washington. Tel.: 3030. John F. Easley, Pres.; Albert Riesen, Gen. Mgr.; John E. Riesen, Coml. Mgr.; Dolly Dutton, Prog. Dir.; W. E. Kolb, Chief Engr. Rep.: Burke-Kuipers & Mahoney. **Services:** Associated, AP.

DURANT, KSEO-FM—Est. Sept., 1947—297, 107.3 mc, 2.7 kw, B. Bennett & R. F. Story (KSEO), 129½ N. Third. Tel.: 102. Weldon Stamps, Gen. Mgr.; Leroy Moses, Coml. Mgr.; Bill Watters, Chief Engr. **Services:** Thesaurus, AP.

ENID, KCRC-FM—Est. July, 1948—274, 102.7 mc, 5.2 kw, B. Enid Radiophone Co. (KCRC), Broadway Tower. Tel.: 447. Mrs. M. C. Garber, Pres.; Milton B. Garber, Gen. Mgr.; Edith Longley, Prog. Dir.; Bob Gauldin, Anncr.; Murray D. Coleman, Chief Engr. **Services:** Standard, Thesaurus, AP.

MUSKOGEE, KBIX-FM—Est. May, 1948—253, 98.5 mc, 250 w, B. Oklahoma Press Pub. Co. (KBIX), 214 Wall St. Tel.: 303. Tams Bixby Jr., Pres.; Paul A. Bruner, Station & Coml. Mgr.; Mavis Rogers, Prog. Dir.; Earl H. Graves, Chief Engr. Rep.: Taylor-Borroff. **Service:** UP.

MUSKOGEE, KMUS-FM—Est. May, 1947—268, 101.5 mc, 1 kw, B. Muskogee Bcstg. Co. (KMUS) 412½ Court St. Tel.: 656. Ben T. Childers, Pres.; Virgil G. Evans, Gen. Mgr.; Glenn Harmon, Coml. Mgr.; Joanne Rygel, Prog. Dir.; Duane Hoisington, Chief Engr. **Services:** Lang-Worth, UP.

OKLAHOMA CITY 3, KOCY-FM—Est. Sept., 1946—234, 94.7 mc, 70 kw, B. Plaza Court Bcstg. Co. (KOCY), Plaza Court Bldg. Tel.: 3-4333. John D. Thomas, Pres.; Matthew H. Bonebrake, Gen. Mgr.; George R. Collisson, Coml. Mgr.; Wishard Lemons, Prog. Dir.; Royden Freeland, Chief Engr. Rep.: Walker. **Services:** Standard, Thesaurus.

OKLAHOMA CITY 1, KOMA-FM—Est. Nov., 1947—290, 105.9 mc, B. KOMA Inc. (KOMA), Biltmore Hotel. Tel.: 2-3291. John Toole Griffin, Pres.; J. J. Bernard, Gen. Mgr.; Webster Benhem Jr., Coml. Mgr.; Robert Eastman, Prog. Dir.; Morris W. Thomas, Chief Engr. **Services:** Capitol, SESAC, Standard, UP.

OKLAHOMA CITY 1, KTOK-FM—Est. Oct., 1946—282, 104.3 mc, 43 kw, B. KTOK Inc. (KTOK), 2004 Apco Tower. Tel.: 3-8352. O. L. Taylor, Owner; Robert D. Enoch, Gen. Mgr.; Harold M. Shreves, Prog. Dir.; Clifford M. Easum, Chief Engr. Rep.: Taylor-Borroff. **Services:** Cole, World, AP, UP.

OKLAHOMA CITY 2, WKY-FM—Est. June, 1947—255, 98.9 mc, 190 kw, B. WKY Radiophone Co. (WKY), Skirvin Tower. Tel.: 3-4306. E. K. Gaylord, Pres.; P. A. Sugg, Gen. Mgr.; Leo Howard, Coml. Mgr.; Paul Brawner, Prog. Dir.; Gene White, Prom. Mgr.; H. J. Lovell, Chief Engr. Rep.: Katz. **Services:** Associated, Thesaurus, AP, UP.

STILLWATER, KSPI-FM—Est. Nov., 1947—230, 93.9 mc, 4 kw, B. Stillwater Pub. Co. (KSPI), P. O. Box 231. Tel.: 1807. C. R. Bellatti, Pres.; L. F. Bellatti, Gen. Mgr.; Kenneth Vanderver, Coml. Mgr.; Bracton Combs, Prog. Dir.; Paul McCollum, Chief Engr. **Services:** World, UP.

TULSA, KAKC-FM—Est. Feb., 1947—238, 95.5 mc, 8.2 kw, B. Public Radio Corp. (KAKC), 412 E. 5th St. Tel.: 4-2401. Sam E. Avey, Pres.; Glenn Condon, V. P. & Gen. Mgr.; James L. Neal, Ass't Gen. & Coml. Mgr.; Bill Davis, Prog. Dir. M. M. Donley, Chief Engr. Rep.: Walker. **Services:** Lang-Worth, AP.

TULSA, KTUL-FM—Est. Nov., 1947—246, 971 mc, 170 kw, B. Tulsa Bcstg. Co. (KTUL), Boulder-on-the-Park, P. O. Box 1739. Tel.: 2-3191. John Toole Griffin, Pres.; John Esau, Vice Pres. & Gen. Mgr.; L. A. Blust Jr., Coml. Mgr.; Karl Janssen, Prog. Dir.; George Ketcham, Prom. Mgr.; Robert E. Snider, Chief Engr. Rep.: Avery-Knodel. **Services:** Capitol, Lang-Worth, Standard, UP.

OREGON

ALBANY, KWIL-FM—Est. Oct., 1947—269, 101.7 mc, 710 w, A. Central Willamette Bcstg. Co. (KWIL), Queen Ave. & Elm St. Tel.: 1234. W. L. Jackson, Pres.; Chet Wheeler, Gen. Mgr.; Warren Stoffer, Coml. Mgr.; LeRoy Jolley, Prog. Dir.; Herb Davidson, Chief Engr. Rep.: Keating. **Services:** Standard, World, UP.

EUGENE, KUGN-FM—Est. Sept., 1947—256, 99.1 mc, 54 kw, B. Valley Bcstg. Co. (KUGN), P. O. Box 1400. Tel.: 2800. C. H. Fisher, Pres.; S. W. McCready, Gen. Mgr.; L. N. Young, Coml. Mgr.; Robert R. Whitely, Prog. Dir.; John E. Boren, Chief Engr. Rep.: Grant. **Services:** Capitol, Lang-Worth, AP.

GRANTS PASS, KGPO(FM)—245, 96.9 mc, 3.1 kw, B. Southern Oregon Bcstg. Co. (KUIN), P. O. Box 148. Tel.: 4477. Wm. B. Smullin and E. A. Malone, Gen. Mgrs.; G. E. Nickell, Coml. Mgr.; J. T. Sivert, Prog. Dir.; N. L. Williams, Chief Engr. Rep.: Grant. **Services:** World, MacGregor, AP.

PORTLAND, KEX-FM—Est. Nov., 1948—222, 92.3 mc, 56 kw, B. Westinghouse Radio Stations Inc. (KEX), 1230 S. W. Main. Tel.: Capital-1881. Walter Evans, Pres.; J. B. Conley, Gen. Mgr.; C. S. Young, Sta. Mgr.; Eldon Campbell, Sales Mgr.; Mel Bailey, Prog. Mgr.; Thomas T. Ely, Chief Engr. Rep.: Free & Peters. **Services:** SESAC, Associated, AP, INS.

PORTLAND 1, KGW-FM—Est. May, 1946—262, 100.3 mc, 54 kw, B. The Oregonian Pub. Co. (KGW), 1320 S. W. Broadway. Tel.: Beacon 6334. M. J. Frey, Pres.; H. Quenton Cox, Gen. Mgr.; Jack N. Wassan, Coml. Mgr.; Homer Welch, Prog. Dir.; Harold C. Singleton, Chief Engr. **Services:** Lang-Worth, Thesaurus, World, AP, INS.

PORTLAND, KOIN-FM—Est. Sept., 1948—266, 101.1 mc, 210 kw, B. KOIN Inc. (KOIN), P. O. 1031. Tel.: Atwater-3333. Marshall Field, Pres.; Harry H. Buckendahl, Gen. & Coml. Mgr.; Ted Cooke, Prog. Dir.; Louis S. Bookwalter, Chief Engr. **Services:** World, Capitol, Associated, AP, UP, INS.

PORTLAND 7, KPFM(FM)—Est. Sept., 1946—246, 97.1 mc, 1.6 kw, B. Bcstrs. Oregon Ltd., Box 1230. Tel.: Broadway 2436. Stanley M. Goard, Pres. & Gen. Mgr.; W. D. Gibson, Coml. Mgr.; M. J. Drysdale, Prog. Dir.; Ken Dickson, Chief Engr. **Services:** Associated, World, AP.

PORTLAND, KPOJ-FM—Est. June, 1948—254, 98.7 mc, 220 kw, B. KPOJ Inc. (KPOJ), 919 Southwest Taylor St. Bldg. Tel.: BR. 3484. P. L. Jackson, Pres.; R. M. Brown, Gen. Mgr.; Alan L. Torbet, Coml. Mgr.; Thos. J. Swafford, Prog. Dir.; A. E. Richmond, Chief Engr. Rep.: Blair. **Services:** Standard, Associated, AP, UP.

PORTLAND 4, KPRA(FM)—Est. July, 1947—238, 95.5 mc, 3.1 kw, B. Pacific Radio Adv. Service. (KWJJ), 1017 S. W. 6th Ave. Tel.: Atwater 4393. Wilbur J. Jerman, Pres.; William R. Richardson, Gen. Mgr.; Jerry Speerstra, Coml. Mgr.; Rene Bozarth, Prog. Dir.; Dwight Loomis, Chief Engr. Rep.: Burn-Smith. **Services:** Lang-Worth, Standard, UP.

PENNSYLVANIA

ALLENTOWN, WFMZ(FM)—Est. July, 1947—240, 95.9 mc, 1 kw, A. Penn-Allen Bcstg. Co., 1524 Linden St. Tel.: 3-7521. Raymond F. Kohn, Pres. & Gen. Mgr.; Horace W. Gross, Coml. Mgr.; William B. Phillips, Prog. Dir.; Daniel Houck, Chief Engr. **Services:** Associated, AP.

ALLENTOWN, WKAP-FM, 264, 100.7 mc, 9 kw, B. Rahall Bcstg. Co. (WKAP), 715 Hamilton St. Tel.: 33166. N. J. Rahall, Pres.; O. R. Davies, Gen. Mgr.; Jack J. Dash, Coml. Mgr.; Gerald Williams, Prog. Dir.; C. Frank Cordaro, Chief Engr. Rep.: Forjoe. **Services:** World, Lang-Worth, AP.

ALLENTOWN, WSAN-FM—Est. March, 1947—260, 99.9 mc, 8 kw, B. Lehigh Valley Bcstg. Co. (WSAN), 39-41 N. Tenth St. Tel.: 9511. J. Calvin Shumberger, Pres.; B. Bryan Musselman, Mngn. Dir. & Coml. Mgr.; George Y. Snyder, Prog. Dir.; Revel H. Musselman, Tech. Dir. Rep.: Headley-Reed. **Services:** Standard, Thesaurus, AP, UP.

ALTOONA, WAPJ (FM)—Est. April, 1948—243, 96.5 mc, 0.25 kw, B. Altoona Bcstg. Co. (WJSW), 1413 11th Ave. Tel.: 9301. Herbert T. Wolf, Pres.; Thomas W. Metzger, Gen. Mgr.; James E. Moren, Coml. Mgr.; Lois Huey, Prog. Dir.; Irving Metzger, Chief Engr. Rep.: Burn-Smith. **Services:** Standard, UP.

ALTOONA, WFBG-FM—Est. May, 1948—279, 103.7 mc, 3.9 kw, B. Gable Bcstg. Co. (WFBG), 1320-32 11th Ave. Tel.: 6467. George P. Gable, Pres.; J. M. Snyder, Gen. Mgr.; George R. Burgoon, Chief Engr. Rep.: Headley-Reed. **Services:** World, Lang-Worth, AP.

BETHLEHEM, WGPA-FM—Est. March, 1947—236, 95.1 mc, 10 kw, B. The Bethlehem Globe Pub. Co. (WGPA), 426 Brodhead Ave. Tel.: 6-8074. Rolland L. Adams, V. P.; Arthur C. McCracken, Station Mgr.; Frank Collie, Nat'l Sales Mgr.; Stefan George, Prog. Dir.; Edwin Rybak, Chief Engr. **Services:** Capitol, World, UP.

BRADFORD, WESB-FM—Est. April, 1948—248, 97.5 mc, 2.8 kw, B. Bradford Pub. Inc. (WESB), 43 Main St. Tel., 7174-3173. Joseph M. Cleary, Gen. & Coml. Mgr.; Joseph V. Lentini, Prog. Dir.; William Peters, Sales Prom. Mgr.; David W. Jefferies, Tech. Dir. Rep.: McGeehan & O'Mara. **Services:** Standard, World, AP.

BUTLER, WISR-FM—Est. March, 1948—249, 97.7 mc, 0.56 kw, A. Butler Bcstg. Co. (WISR), 357 N. Main St. Tel.; 4701. David Rosenblum, Pres.; Paul H. Martin, Coml. Mgr.; Robert Kaufman, Prog. Dir., Paul Rex, Chief Engr. Rep.: Forjoe. **Services:** Lang-Worth, UP.

CHAMBERSBURG, WCHA-FM, 240, 95.9 mc, A. Chambersburg Bcstg. Co. Inc. (WCHA), Craft Press Bldg. Tel.: 1110. Charles M. Cassel, Pres.; John S. Booth, Gen. Mgr.; Thompson K. Cassel, Coml. Mgr.; Earl Strine, Prog. Dir.; James E. McCurdy, Chief Engr. Rep.: Forjoe. **Services:** Capital, NBC, Thesaurus, UP.

DuBOIS, WCED-FM—Est. Aug., 1948—271, 102.1 mc, 9.5 kw, B. Tri-County Bcstg. Co. Inc. (WCED), 80 N. Park Place. Tel.: 1700. H. T. Gray, Pres.; J. S. Gray, Gen. Mgr. & Prog. Dir.; Les Ryder, Coml Mgr.; Vernon Stahl, Chief Engr. Rep.: McGillvra. **Services:** Lang-Worth, UP.

EASTON, WEEX(FM)—Est. Feb., 1948—252, 98.3 mc, 1 kw, A. Easton Pub. Co., 30 N. 4th St. Tel.: 7171. J. L. Stackhouse, Pres.; Nelson S. Rounsley, Gen. & Coml. Mgr.; James Lyddy, Prog. Dir.; Charles Thon, Chief Engr. **Services:** Associated, AP.

EASTON, WEST-FM—Est. June, 1948—300, 107.9 mc, 16 kw, B. Associated Bcstrs. Inc., 516 Northampton St. Tel.: 6131. Clair R. McCollough, Sta. Exec.; Elwood C. Anderson, Gen. Mgr.; J. Robert Gulick, Natl. Sales Mgr.; Eugene Bethman, Prog. Dir.; J. E. Mathiot, Chief Engr. Rep.: Meeker.

ERIE, WERC-FM—Est. Oct., 1947—260, 99.9 mc, B. Presque Isle Bcstg. Co. (WERC), 121 W. 10th St. Tel.: 26-918. Jacob A. Young, Pres.; Charles E. Denny, Gen. Mgr.; Arthur M. Ingram, Coml. Mgr.; Virginia Donarchy Prog. Dir.; Ken Hestor, Chief Engr. Rep.: Weed. **Services:** Lang-Worth, Associated, UP.

ERIE, WLEU-FM—Est. July, 1948—250, 97.9 mc, 9 kw, B. WLEU Bcstg. Corp. (WLEU), Commerce Bldg. Tel.: 23-327. Leo J. Omelian, Pres.; V. Hamilton Weir, Gen. Mgr.; Claire Theno, Sec. **Services:** World, Thesaurus, AP.

HARRISBURG, WABX(FM)—Est. Oct., 1946—265, 100.9 mc, 1 kw, A. WABX Inc., 604 A Maclay St. Tel.: 2-2247. Harold O. Bishop, Pres.; Cameron Geisel, Gen. & Coml. Mgr.; Wilbur Blair, Prog. Dir.; Walter Deemer, Chief Engr. **Services:** Associated, INS.

HARRISBURG, WHP-FM—Est. June, 1946—247, 97.3 mc, 4 kw, B. WHP Inc. (WHP), 216 Locust St. Tel.: 4-3211. E. J. Stackpole, Pres.; A. K. Redmond, Gen. & Coml. Mgr.; Dick Redmond, Prog. Dir.; E. Daniel Leibensperger, Chief Engr. Rep.: Bolling. **Services:** Associated, Standard.

JOHNSTOWN, WARD-FM—Est. Aug., 1948—287, 105.3 mc, 11 kw, B. Central Bcstg. Co. Inc. (WARD), Porch Bldg. Tel.: 81-216. Paul Short, Pres.; Geo. D. Gartland, Gen. Mgr.; Robt. R. Nelson, Sta. Mgr.; Millard J. Coleman, Chief Engr. Rep.: Weed. **Services:** World, UP.

JOHNSTOWN, WJAC-FM—Est. May, 1948—238, 95.5 mc, 2.4 kw, B. WJAC Inc. (WJAC), 329 Main St. Tel.: 4-1267. W. W. Krebs, Pres.; L. W. Barnes, Exec. Vice Pres. & Treas.; John P. Foster, Sta. & Coml. Mgr.; Campbell E. Patch, Prog. Dir.; Nevin L. Straub, Chief Engr. Rep.: Headley-Reed. **Services:** Thesaurus, Standard, Lang-Worth, AP.

LANCASTER, WGAL-FM—Est. Oct., 1946—257, 101.3 mc, 16 kw, B. WGAL Inc. (WGAL), 8 West King St. Tel.: 5251. Clair R. McCollough, Pres.; Walter O. Miller, Gen. Mgr.; J. Robert Gulick, Nat'l. Sales Mgr.; Ernest Stanziola, Prog. Dir.; J. E. Mathiot, Chief Engr. Rep.: Meeker. **Services:** Associated.

LANCASTER, WLAN-FM—Est. Dec., 1946—245, 96.9 mc, 20 kw, B. Peoples Bcstg. Co. (WLAN), 252 N. Queen St. Tel.: 7261. F. H. Altdoerffer, Pres. & Gen. Mgr.; John Hymes, Ass't. & Coml. Mgr.; Rodney Mitchell, Prog. Dir. Rep.: Forjoe. **Services:** Lang-Worth, AP.

LEBANON, WLAB(FM)—Est. Aug., 1948—281, 104.1 mc, 4.5 kw, B. Radio Lebanon FM & TV Inc., 1423 Elm St. Tel.: 4300. T. C. Holston, Pres. & Gen. Mgr.; E. H. Holston, Coml. Mgr.; James Young, Chief Annc.; Glen Sears, Chief Engr. **Services:** Associated, Capitol, Thesaurus, AP, UP.

LEBANON, WLBR-FM—Est. Jan., 1948—261, 100.1 mc, 0.62 kw, A. Lebanon Bcstg. Co. (WLBR), 8th & Cumberland Sts. Tel.: 3900. Lester P. Etter, Mng. Dir.; Julian F. Skinnell, Oper. Mgr.; Philip J. Reilly, Coml. Mgr.; William S. Halpern, Prog. Dir.; Jared L. Rolston, Cont. Dir.; M. Leonard Savage, Chief Engr. Rep.: Rambeau. **Services:** World, AP.

LEWISTOWN, WLTN(FM)—Est. Dec., 1947—250, 97.9 mc, 2.25 kw, B. Lewistown Bcstg. Co. (WMRF), Monument Square. Tel.: 6757. J. S. Woods, Pres.; T. W Metzger, Gen. Mgr; William Sager, Station Mgr; Maurice Wingard, Prog. Dir.; Bernard Bopp, Chief Mgr. Rep.: Burn-Smith.

MCKEESPORT, WMCK-FM, 285, 104.9 mc, 0.5 kw, A. Mon-Yough Bcstg. Co. (WMCK), Elks Temple-Market St. Tel.: 7194. George R. Raikes, Pres.; Robert Cox, Exec. Vice Pres.; Jack Craddock, Gen. & Coml. Mgr.; Pat Haley, Prog. Dir. & Prom. Mgr.; Charles White, Chief Engr. **Services:** Standard, Lang-Worth, SESAC, Keystone, UP.

MEADVILLE, WMGW-FM, 262, 100.3 mc, 10 kw, B. Meadville Bcstg. Service Inc. (WMGW), First Na'l. Bank Bldg. Tel.: 46-382, 46-723. H. C. Winslow, Pres.; Victor C. Diehm, Gen. Mgr.; Lorraine Yuhasz, Coml. Mgr.; Thomas A. Tito, Prog. Dir.; Hoyt Stout, Chief Engr. **Services:** SESAC, Lang-Worth, Thesaurus, UP.

NEW CASTLE, WKST-FM—Est. April, 1948—266, 101.1 mc, 3 kw, B. WKST Inc. (WKST), Cathedral Bldg. Tel.: 5050. S. W. Townsend, Pres.; A. W. Graham, Sta. & Coml. Mgr.; Shirley Kerr, Prog. Dir.; Robert Emch, Chief Engr. Rep.: Katz. **Services:** World, UP.

PHILADELPHIA 3, WCAU-FM—Est. Nov., 1939—251, 98.1 mc, 11 kw, B. WCAU Inc. (WCAU), 1622 Chestnut St. Tel.: Locust 7-7700. Leon Levy, Pres. & Gen. Mgr.; Alex Roseman, Coml. Mgr.; Norris West, Prog. Dir.; J. G. Leitch, Chief Engr.

PHILADELPHIA, WFIL-FM—Est. Nov., 1941—271, 102.1 mc, 20 kw, B. Phil. Inquirer Div., Triangle Pub. Co. (WFIL, WFIL-TV). Widener Bldg. Tel.: Rittenhouse 6-6900. Walter H. Annenberg, Pres.; Roger W. Clipp, Gen. Mgr.; John D. Scheuer Jr., Ass't. Mgr.; John E. Surrick, Coml. Mgr.; William A. Farren, Prog. Dir.; Louis E. Littlejohn, Chief Engr. Rep.: Katz. **Services:** Associated, AP.

PHILADELPHIA, WHAT-FM—Est. Dec., 1948—287, 105.3 mc, 20 kw, B. Independence Bcstg. Co. (WHAT), 1505 Walnut St. Tel.: Rittenhouse 6-2058. William A. Banks, Pres., Gen. & Coml. Mgr.; Dolly Banks, Asst. Gen. Mgr. & Prog. Dir. **Service** AP.

PHILADELPHIA, WIBG-FM—Est. Feb., 1948—231, 94.1 mc, 20 kw, B. Seaboard Radio Bcstg. Corp. (WIBG), 1425 Walnut St. Tel.: Rittenhouse 6-2300. Paul F. Harron, Pres.; Edward D. Clery, Gen. & Coml. Mgr.; Douglas Arthur, Prog. Dir.; Rupe Werling, Prod. & Prom. Mgr.; John Henninger, Chief Engr. Rep.: Young. **Services:** Lang-Worth, UP.

PHILADELPHIA, WIP-FM—Est. April, 1942—227, 93.3 mc, 20 kw, B. Penn Bcstg. Co. (WIP), 35 S. 9th St. Tel.: Walnut 2-6800. Benedict Gimbel Jr., Pres. & Gen. Mgr.; Gordon Gray, Sales Dir.; Murray Arnold, Prog. Dir.; Clifford C. Harris, Chief Engr. Rep.: Petry. **Services:** World, AP, UP.

PHILADELPHIA 2, WPEN-FM—Est. June, 1942—275, 102.9 mc, 20 kw, B. William Penn Bcstg. Co. (WPEN), 1528 Walnut St. Tel.: Kingsley 6-0950. Albert J. Sylk, Pres.; Edward C. Obrist, Gen. Mgr.; Charles W. Burtis, Chief Engr. Rep.: Rambeau. **Services:** Associated, AP, UP.

PHILADELPHIA 3, KYW-FM—Est. Oct., 1942—223, 92.5 mc, 20 kw, B. Westinghouse Radio Stations Inc. (KYW), 1619 Walnut St. Tel.: Locust 4-3700. Walter Evans Pres.; J. B. Conley, Gen. Mgr.; Robert E. White, Station Mgr.; Harvey McCall Jr., Sales Mgr.; James P. Begley, Prog. Dir.; I. N. Eney, Chief Engr. Rep.: Free & Peters. **Services:** Associated, UP, INS.

PITTSBURGH 19, KDKA-FM—Est. April, 1942—225, 92.9 mc, 9 kw, B. Westinghouse Radio Stations Inc. (KDKA), Grant Bldg. Tel.: Grant 4200. Walter Evans, Pres.; J. B. Conley, Gen. Mgr.; Joseph E. Baudino, Station Mgr.; George D. Tons, Sales Mgr.; Franklin A Toole, Prog. Mgr.; Theodore C. Kenney, Chief Engr. Rep.: Free & Peters. **Services:** Associated, Thesaurus, AP, UP, INS.

PITTSBURGH, KQV-FM—251, 98.1 mc, 20 kw, B. Allegheny Bcstg. Corp. (KQV), 800 Chamber of Commerce Bldg. Tel.: Atlantic 6802. Charles T. Campbell, Pres.; Lee W. Eckels, Sec. & Treas.; I. D. Wolf, Vice Pres.; James F. Murray, Gen. & Coml. Mgr.; Bill Burns, Prog. Dir.; Robert Hunt, Chief Engr.; Rep.: Weed. **Services:** World, SESAC, UP.

PITTSBURGH, WCAE-FM—241, 96.1 mc, 12 kw, B. WCAE Inc. (WCAE), William Penn Hotel. Tel.: Atlantic 6900. Leonard Kapner, Pres. & Gen. Mgr.; R. Clifton Daniel, Sta. Mgr.; Carl M. Dozer, Coml. Mgr.; R. Clifton Daniel, Prog. Dir.; James Greenwood, Chief Engr. Rep.: Katz. **Services:** Thesaurus, Capitol, AP. INS.

PITTSBURGH, WJAS-FM—Est. March, 1948—259, 99.7 mc, 24 kw, B. Pittsburgh Radio Supply House Inc. (WJAS), 1406 Chamber of Comm. Bldg. Tel.: Grant 4860. H. K. Brennen, Pres. & Gen. Mgr.; John H. Buchheit, Coml. Mgr.; James M. Hughes, Prog. Dir.; Walter W. McCoy, Chief Engr. **Services:** Cole, Lang-Worth, Transradio, UP.

PITTSBURGH, WKJF-FM, 229, 93.7 mc, 20 kw, B. West Virginia Radio Corp.

PITTSBURGH 22, WMOT(FM)—Est. Aug., 1941—233 94.5 mc, 20 kw B. WWSW Inc. (WWSW), Hotel Sheraton. Tel.: Grant 5200. O. M. Schloss, Pres. & Gen. Mgr.; Marie Wilk, Prog. Dir.; Henry R Kaiser, Chief Engr. Rep.: Forjoe. **Services:** Standard, AP.

POTTSVILLE, WPAM-FM—Est. Dec., 1947—238, 95.5 mc, 5.1 kw, B. Miners Bcstg. Service (WPAM), 106 So. Centre St. Tel.: 5050. James J. Curran & Joseph L. Maguire, Exec. Partners; Louis H. Murray, Gen. Mgr.; Frank L. Tamulonis, Coml. Mgr.; George I. Hatfield, Chief Engr. Rep.: McKinney. **Services:** Associated, Standard, UP.

POTTSVILLE-SHENANDOAH, WPPA-FM—Est. Oct., 1948—270, 101.9 mc, 2.8 kw, B. Pottsville Bcstg. Co. (WPPA), Swatara Road. Tel.: Shenandoah 2-0064. A. V. Tidmore, Owner & Gen. Mgr.; Robert D. Schnaufer, Chief Engr.

READING, WEEU-FM—Est. Nov., 1947—225, 92.9 mc, 9 kw, B. Hawley Bcstg. Co. (WEEU), 533 Penn St. Tel.: 7335. Hawley Quier, Pres.; Clifford M. Chafey, Gen. Mgr.; K. Richard Creitz, Coml. Mgr.; E. Lester Hoffmaster, Prog. Dir.; Harold E. Schearer, Chief Engr. **Services:** Associated, SESAC, UP.

SCRANTON, WARM-FM—Est. June, 1348—289, 105.7 mc, 6 kw, B. Union Bcstg. Co. (WARM), Bowman Bldg. Tel.: 4-1148. Martin F. Memolo, Pres. & Gen. Mgr.; William M. Dawson, Coml. Mgr.; Joe Salsburg, Prog. Dir.; Adolph W. Oschmann, Chief Engr. Rep.: Hollingbery. **Services:** Thesaurus, UP.

SCRANTON, WQAN-FM—Est. Dec., 1948—222, 92.3 mc, 1.8 kw, B. The Scranton Times (WQAN), 149 Penn Ave. Tel.: 5151. Edward J. Lynett Jr. & Elizabeth R. Lynett, Owners; John P. McGoldrick, Gen. Mgr.; Robert R. Flanagan, Prog. Dir.; John P. McGoldrick, Chief Engr. **Services:** Associated, SESAC, AP, UP, INS.

SHARON, WPIC-FM—Est. July, 1948—275, 102.9 mc, 26 kw, B. Sharon Herald Bcstg. Co. (WPIC), P. O. Box 541. Tel.: Sharon 4113. John Fahnline Jr., Pres. & Gen. Mgr.; J. T. Van Sweringen, Coml. Mgr.; Marc McCulloch, Prog. Dir.; A C. Heck, Chief Engr. Rep.: Young. **Services:** Associated, Capitol, World, Lang-Worth, UP.

SUNBURY, WKOK-FM—Est. April, 1948—231, 94.1 mc, 4.4 kw, B. Sunbury Bcstg. Corp. (WKOK), 1150 N. Front St. Tel.: 1325. Harry H. Haddon, Pres.; Homer R. Smith, Gen. Mgr.; W. R. Trevitt, Coml. Mgr.; Michael J. Kane, Prog. Dir.; John W. Keller, Chief Engr.

UNIONTOWN, WMBS-FM—Est. April, 1948—289, 105.7 mc, 1.5 kw, B. Fayette Bcstg. Corp. (WMBS), Fayette Title & Trust Bldg. Tel.: 800. Joseph C. Burwell, Pres. & Gen. Mgr.; Harry C. Burwell, Coml. Mgr.; J. Sullivan Sages, Prog. Dir.; William Henzley, Chief Engr. Rep.: Meeker. **Services:** Associated, Standard, Thesaurus, UP.

UNIONTOWN, WNIQ(FM), 293, 106.5 mc, 2.2 kw, B. Uniontown Newspapers Inc., 8-10 East Church St. Tel.: 1000 - 6170. Allan C. Spurgeon, Mgr.; William O. Burchinal, Prog. Dir.; Lindsey E. Bierer, Coml. Mgr.; Vic Skaggs, Chief Anncr.; Wendell Coffin, Chief Engr. **Services:** Capitol, UP.

(Continued)

(Continued)

WARREN, WNAE-FM—Est. April, 1948—221, 92.1 mc, 0.52 kw, A. Northern Allegheny Bcstg. Co. (WNAE), Tel.: 3032. A. David Potter Jr., Pres. & Gen. Mgr.; Frank Foster, Coml. Mgr.; W. Leroy Schenck, Prog. Dir.; Homer M. Haines, Chief Engr. Rep.: Rural Radio. **Services:** Capitol, AP.

WILKES-BARRE, WBRE-FM—Est. May, 1947—253, 98.5 mc, 2.2 kw, B. Louis G. Baltimore (WBRE), 62 S. Franklin St. Tel.: 3-3101. Louis G. Baltimore, Owner & Gen. Mgr.; A. C. Baltimore, Coml. Mgr.; Franklin D. Coslett, Prog. Dir.; Charles Sakoskie Sr., Chief Engr. **Services:** World, AP.

WILKES-BARRE, WILK-FM—Est. Oct., 1948—297, 107.3 mc, 3.1 kw, B. Wyoming Valley Bcstg. Co. (WILK), 88 N. Franklin St. Tel.: 3-7165. Dr. I. C. Morgan, Pres.; Roy E. Morgan, Gen. Mgr.; Thomas P. Shelburne, Sta. Mgr.; Jerry Butler, Coml. Mgr.; Hal Berg, Prog. Dir.; Ted French, Chief Engr. Rep.: Young. **Services:** Lang-Worth, Thesaurus, UP.

WILKES-BARRE, WIZZ(FM)—Est. Dec., 1946—277, 103.3 mc, 20 kw, B. Scranton-Wilkes-Barre-Pittston Bcstg. Co. Inc., 156 Prospect Ave. Richard G. Evans, Pres., Gen. & Coml. Mgr.; Joseph P. Roman, Prog. Supvr.; Frances E. Evans, Asst. Mgr.; Robert G. Love, Chief Engr. Rep.: Transit Radio. **Services:** Associated, Capitol, SESAC, AP.

WILLIAMSPORT, WRAK-FM—Est. April, 1948—262, 100.3 mc, 3.2 kw, B. WRAK Inc. (WRAK), 244 West Fourth St. Tel.: 2-6116. E. M. Case, Pres.; George E. Joy, Gen. Mgr.; J. Wright Mackey, Coml. Mgr.; Leon E. Kelly, Prog. Mgr.; Glenn Sherman, Chief Engr. Rep.: McKinney. **Services:** Standard, Associated, Lang-Worth, AP.

YORK, WNOW-FM—Est. Nov., 1948—289, 105.7 mc, 17 kw, B. Radio Bcstg. Div., Helm Coal Co. (WNOW), 25 South Duke St. Tel.: 2911, 2952. Lowell W. Williams, Gen. Mgr.; John O. Border, Coml. Mgr.; H. E. Daugherty, Prog. Dir.; Willis N. Weaver, Chief Engr. Rep.: Young. **Services:** Associated, AP.

YORK, WRZE(FM)—Est. Sept., 1948—253, 98.5 mc, 20 kw, B. White Rose Bcstg. Co., 103 S. George St. Tel.: 6696. Charles M. Gitt, Pres.; J. H. Holden, Gen. & Coml. Mgr.; Saul David, Prog. Dir.; Donald C. Hoefler, Chief Engr. **Services:** Associated, Standard, AP.

YORK, WSBA-FM—Est. July, 1947—277, 103.3 mc, 20 kw, B. The Susquehanna Bcstg. Co. (WSBA), 47 E. Market St. Tel.: 2676. Louis J. Appell, Pres.; Walter J. Rothensies, Gen. Mgr.; Sydney Robbins, Coml. Mgr.; Otis Morse, Prog. Dir.; Woodrow G. Eberthart, Eng. Dir. **Services:** Capitol, World, AP.

RHODE ISLAND

PROVIDENCE, WJAR-FM—Est. May, 1948—238, 95.5 mc, 14 kw, B. The Outlet Co. (WJAR, WJAR-TV), 176 Weybosset St. Tel.: Gaspee-1071. Mortimer L. Burbank, Pres.; John J. Boyle, Gen. & Coml. Mgr.; Sothern Abbott, Prog. Dir.; Thomas C. J. Prior, Chief Engr. Rep.: Weed. **Services:** World.

PROVIDENCE, WLIV(FM)—Est. April, 1948—299, 107.7 mc, 20 kw, B. Colonial Bcstg. Co., 31 Canal St. Tel.: Jackson-6565. Augustus M. Wilson, Pres. & Gen. Mgr.; Ellsworth E. Rhodes, Coml. Mgr. & Prog. Dir.; Leonard Altman, News Dir.; Arthur Gordon, Sales; Sue Reid, Women's Dir.; Joseph J. Jakubowski, Chief Engr. **Services:** Associated, INS.

PROVIDENCE, WPJB(FM)—Est. July, 1948—286, 105.1 mc, 20 kw, B. Providence Journal Co., 53 Mathewson St. Tel.: Dexter 0600. George Pierce Metcalf, Pres.; H. William Koster, Gen. Mgr.; Harmon H. Hyde, Prog. Dir.; George W. Sharpe, Chief Engr. Rep.: Walker. **Services:** World, Lang-Worth, AP, UP.

PROVIDENCE, WPRO-FM—Est. April, 1948—222, 92.3 mc, 20 kw, B. Cherry & Webb Bcstg. Co. (WPRO), 15 Chestnut St. Tel.: Plantations-9776. William S. Cherry Jr., Pres.; Arnold F. Schoen Jr., Gen. & Coml. Mgr.; John A. Owen, Prog. Dir.; John V. Ferri, Chief Engr. Rep.: Raymer. **Services:** Thesaurus, Lang-Worth, AP, UP.

SOUTH CAROLINA

ANDERSON, WCAC(FM)—Est. April, 1947—266, 101.1 mc, 33.2 kw, B. Wilton E. Hall (WAIM), 115 E. Market St. Tel.: 800. Wilton E. Hall, Owner. Glen P. Warnock, Gen. Mgr.; B. S. Goodyear, Coml. Mgr.; John Davenport, Prog. Dir. **Services:** INS.

CHARLESTON, WCSC-FM—Est. April, 1948—245, 96.9 mc, 36 kw, B. WCSC Inc. (WCSC), Francis Marion Hotel. Tel.: 7611. John M. Rivers, Pres., Chief Owner & Gen. Mgr.; Roland Weeks, Coml. Mgr.; Russell Long, Prog. Dir.; Robert Truere, News Dept.; Wilbur R. Albee, Chief Engr. Rep.: Free & Peters. **Services:** World, UP.

CHARLESTON, WTMA-FM—Est. June, 1947—236, 95.1 mc, 49 kw, B. Atlantic Coast Bcstg. Co. (WTMA), 133 Church St. Tel.: 2-2961. Edward Manigault, Pres.; Robert E. Bradham, Gen. & Coml. Mgr.; William N. Abbott, Prog. Dir.; Douglass M. Bradham, Chief Engr. Rep.: Hollingbery. **Services:** Associated, AP.

COLUMBIA, WIS-FM—Est. Feb., 1948—233, 94.5 mc, 3.4 kw, B. Surety Life Ins. Co. (WIS), 1811 Main St. Tel.: 2-2135. Herman N. Hipp, Pres.; G. Richard Shafto, Gen. Mgr.; J. Dudley Saumenig, Mng. Dir.; Frank Harden, Prog. Dir.; Herbert G. Eidson Jr., Chief Engr. Rep.: Free & Peters. **Services:** Standard, UP.

GREENVILLE, WESC-FM—Est. Sept., 1948—223, 92.5 mc, 12 kw, B. Greenville Bcstg. Co. (WESC), 1 College St. Tel.: 2-8241. Scott Russell, Pres. & Gen. Mgr.; Clifford W. Bowers, Coml. Mgr.; Arthur H. Roberts, Prog. Dir.; Lewis W. Elias Jr., Chief Engr. **Services:** Lang-Worth, Standard, Associated, AP.

GREENVILLE, WFBC-FM—Est. May, 1948—229, 93.7 mc, 60 kw, B. News-Piedmont Co. (WFBC), S. Main St. Tel.: 2-7616. Roger C. Peace, Pres.; B. T. Whitmire, Gen. Mgr.; R. Q. Glass Jr., Coml. Mgr.; L. B. Jenkins, Prog. Dir.; W. E. Garrison, Chief Engr. Rep.: Avery-Knodel. **Services:** Thesaurus, UP.

GREENVILLE, WMRC-FM—Est. June, 1947—235, 94.9 mc, 79 kw, B. Textile Bcstg. Co. (WMRC), Prevost Bldg. Tel.: 3-2751. R. A. Jolley Sr., Pres.; E. Ennis Bray, Gen. Mgr.; Clifford B. Denison, Coml. Mgr; Wm. T. Arrington, Prog. Dir.; George D. Tate, Chief Engr. Rep.: Burn-Smith. **Services:** SESAC, World, AP.

GREENWOOD, WCRS-FM—Est. May, 1948—239, 95.7 mc, 8.6 kw, B. Grenco Inc. (WCRS), 216 Textile Bldg., P. O. Box 868. Tel.: 4300. Douglas Featherstone, Pres.; Dan Crosland, Mgr.; Ralph Norman, Coml. Mgr.; Newton S. Smyth, Prog. Dir.; Charles M. Sparks, Chief Engr. Rep.: McGillvra. **Services:** Capitol, AP.

ROCK HILL, WRHI-FM—Est. Nov., 1948—248, 97.5 mc, 9.4 kw, B. York County Bcstg. Co. (WRHI), Rock Hill Natl. Bank Bldg. Tel.: 294. James S. Beaty Jr., Gen. Mgr. & Chief Engr.; George P. Cobb, Coml. Mgr.; William C. Beaty, Prog. Dir.; C. P. Fields, Prod. Mgr. **Services:** World, AP.

SPARTANBURG, WDXY(FM)—Est. April, 1948—263, 100.5 mc, 12 kw B. Spartan Radiocasting Co. (WORD), 291 East Main St. Tel.: 6000. Walter J. Brown, Pres.; John W. Kirkpatrick, Gen. Mgr.; John C. Carrington, Coml. Mgr.; Al Willis, Prog. Dir.; Clyde J. Burdette, Chief Engr. **Services:** World, Lang-Worth, AP.

SPARTANBURG, WSPA-FM—Est. Oct., 1946—255, 98.9 mc, 5 kw, B. Spartanburg Adv. Co. (WSPA), 224 E. Main St. Tel.: 2900. Francis Hipp, Pres.; G. Richard Shafto, Gen. Mgr.; Roger A. Shaffer, Mng. Dir.; Guy Vaughan Jr., Coml. Mgr.; Harold R. Beckholt, Chief Engr. Rep.: Blair. **Services:** Associated, UP.

TENNESSEE

BRISTOL 1, WOPI-FM—Est. Dec., 1946—245, 96.9 mc, 10.4 kw, B. Radiophone Bcstg. Station WOPI Inc. (WOPI), 310 State St. Tel.: 3750. W. A. Wilson Sr., Pres. & Gen. Mgr.; James C. Wilson, Coml. Mgr.; Doris Helton, Prog. Dir.; R. V. Robinson, Chief Engr. Rep.: Burn-Smith **Services:** Capitol, Lang-Worth, UP.

CHATTANOOGA, WAPO-FM—Est. Dec., 1947—234, 94.7 mc, 37.2 kw, B. WAPO Bcstg. Service (WAPO), Read House. R. G. Patterson, Gen. Mgr.; Helen Patterson, Com. & Prom. Mgr.; Frances Harley, Prog. Dir.; B. B. Barnes, Chief Engr. Rep.: Headley-Reed. **Services:** Associated, World, AP.

CHATTANOOGA, WDOD-FM—Est. Nov., 1948—243, 96.5 mc, 42 kw, B. WDOD Bcstg. Corp. (WDOD), Hamilton Natl. Bank Bldg. Tel.: 6-5117. Norman A. Thomas, Pres.; Ralph H. Patt Jr., Gen. & Coml. Mgr.; Gene A. Carr, Prog. Dir.; Roy Owen, Chief Engr. Rep: Raymer. **Services:** Standard, UP.

CHATTANOOGA, WVUN (FM)—Est. March, 1948—251, 98.1 mc, 4.2 kw, A. Unity Bcstg. Corp. of Tenn., 100 Dome Bldg. Tel.: 5-4891. John S. Martin, Pres.; Joseph Siegel, Gen. Mgr. & Prog. Dir.; James W. Byerly, Chief Engr. **Services:** Associated, AP.

CLARKSVILLE, WCLC-FM—Est. May, 1948—294, 106.7 mc, 0.81 kw, B. Leaf Chronicle Co. (WCLC). Tel.: 186. James E. Charlet, Gen. & Coml. Mgr.; John G. McDonald, Prog. Dir.; Billy Baker, Librarian; James King, Chief Engr. **Services:** Standard, AP.

JACKSON, WTJS-FM—Est. Aug., 1947—264, 100.7 mc, 50 kw, B. Sun Pub. Co. (WTJS), 104 Baltimore St. Tel.: 7-3316. A. A. Stone, V. P. & Gen. Mgr.; Frank S. Proctor, Mgr.; Leslie R. Brooks Jr., Ass't. Mgr.; Robert M. Gordon, Chief Engr. Rep.: Branham. **Services:** Cole, World, AP, UP.

JOHNSTON CITY, WJHL-FM—Est. Aug., 1948—264, 100.7 mc, 9.7 kw, B. WJHL Inc. (WJHL), Main St. W. H. Lancaster, Pres.; Ray D. Williams, Gen. & Coml Mgr; Walter Heeb, Prog. Dir.; Ken Matthews, Prom. Mgr.; O. K. Garland, Chief Engr. Rep.: Pearson. **Services:** Lang-Worth, AP, UP.

KINGSPORT, WKPT-FM—Est. Feb., 1948—253, 98.5 mc, 44 kw, A. Kingsport Bcstg. Co. Inc. (WKPT), 222 Commerce St. Tel.: 2870. C. P. Edwards Jr., Pres.; A. F. Martin, Gen. Mgr.; Phil Weaver, Coml. Mgr.; Paul Overbay, Prog. Dir.; Thomas Phillips, Chief Engr. Rep.: Lorenzen & Thompson. **Services:** Standard, Lang-Worth, AP.

KNOXVILLE 6, WKPB(FM)—Est. Oct., 1947—227, 93.3 mc, 20 kw, B. Knoxville Pub. Co., 618 S. Gay St. Tel.: 4-0585. Roy N. Lotspeich, Pres.; Harold G. Price, Gen. Mgr. & Chief Engr.; Mary Walker, Prog. Dir. **Services:** Lang-Worth, SESAC, Standard, UP.

KNOXVILLE, WROL-FM—Est. Dec., 1947—247, 97.3 mc, 76 kw, B. S. E. Adcock (WROL), 531 S. Gay St. Tel: 2-7111. S. E. Adcock, Pres. & Gen. Mgr.; W. R. Linebaugh, Coml. Mgr.; John Reese, Prog. Dir.; Fred M. Andrews, Chief Engr. Rep.: Blair. **Services:** Thesaurus, World, UP.

MEMPHIS, WHHM-FM—Est. Dec., 1948—295, 106.9 mc, 10 kw, B. Mid-South Bcstg. Corp. (WHHM), Sterick Bldg. Tel.: 37-4422. P. E. Furlow, Pres.; Patt McDonald, Gen. & Coml. Mgr.; Allan Avery, Prog. Dir.; Wm. Marsh, Chief Engr. Rep.: Forjoe & Co. **Services:** Lang-Worth, Standard, AP.

MEMPHIS, WMCF(FM)—Est. June, 1947—259, 99.7 mc, 515 kw, B. Memphis Pub. Co. (WMC, WMCT), Goodwyn Inst. Bldg. Tel.: 8-7464. H. W. Slavick, Gen. Mgr.; J. C. Eggleston, Coml. Mgr.; Earl Moreland, Local Sales Mgr.; Wilson Mount, Prog. Dir.; E. C. Frase Jr., Chief Engr. Rep.: Branham. **Services:** SESAC, Thesaurus, UP.

NASHVILLE, WSIX-FM—Est. March, 1948—248, 97.5 mc, 71 kw, B. WSIX Bcstg. Station (WSIX), Nashville Trust Bldg. Tel.: 5-5431. Jack M. Draughon, Gen. Mgr.; E. S. Tanner, Coml. Mgr. Rep.: Katz. **Services:** Standard, AP.

NASHVILLE, WSM-FM—Est. April, 1941—277, 103.3 mc, 65 kw, B. WSM Inc. (WSM), 301 7th Ave. No. Tel.: 6-7181. John H. De Witt Jr., Pres.; Harry Stone, V. P. & Gen. Mgr.; Irving Waugh, Coml. Mgr.; Tom Stewart, Prog. Dir.; George Reynolds, Chief Engr. **Services:** Associated.

TEXAS

ABILENE, KRBC-FM—Est. March, 1947—245, 96.9 mc, 46 kw, B. Reporter Bcstg. Co. (KRBC). Tel.: 6255. Mrs. Eva M. Hanks, Pres.; Howard Barrett, Gen. Mgr.; Bro Mingus, Coml. Mgr.; Leo Reynolds, Prog. Dir.; J. B. Casey, Chief Engr. Rep.: Pearson. **Services:** Capitol, Lang-Worth, AP.

AMARILLO, KGNC-FM—Est. Nov., 1947—282, 104.3 mc, 50.4 kw, B. Plains Radio Bcstg. Co. (KGNC), Radio Bldg., 8th & Harrison. Tel.: 4242. Gene A. Howe, Pres.; O. L. Taylor, Exec. Gen. Mgr.; Aubrey Jackson, Gen. Mgr.; Bob Watson, Prog. Dir.; W. H. Torrey, Chief Engr.

AMARILLO, KFDA-FM—Est. Dec., 1948—262, 100.3 mc, 3.4 kw, B. Amarillo Bcstg. Corp. (KFDA), 109 E. 5th St. Tel.: 5343. Gilmore N. Nunn, Pres.; Howard Roberson, Gen. Mgr.; Jabbo Watson, Prog. Dir.; Noel Luddy, Chief Engr. Rep.: Pearson. **Services:** World, Capitol, UP.

BEAUMONT, KRIC-FM—Est. Feb., 1948—258, 99.5 mc, 19 kw, B. KRIC Inc. (KRIC), 130 Wall St. Tel.: 4200. E. C. Davis, V. P. & Acting Gen. & Coml. Mgr.; Bob Tucker, Prog. Dir.; M. J. Easterwood, Chief Engr. Rep.: Branham **Services:** Associated, AP.

BELTON, KMHB(FM), 246, 97.1 mc, 12 kw, B. Mary Hardin-Baylor College.

DALLAS, KIXL-FM—Est. Nov., 1947—283, 104.5 mc, 34 kw, B. Variety Bcstg. Co. Inc. (KIXL), 1401 S. Akard St. Tel.: Riverside 4521. Lee Segall, Pres. & Gen. Mgr.; Tom Massey, Coml. & Ass't Mgr.; Charles F. Payne, Prog. Dir.; John D. Wilson, Prod. Mgr.; Bob E. Tripp, Chief Engr. Rep.: Forjoe. **Services:** MacGregor, Standard, World, AP.

DALLAS, KRLD-FM—Est. April, 1948—223, 92.5 mc, 46 kw, B. KRLD Radio Corp. (KRLD, KRLD-TV), Adolphus Hotel. Tel.: Central-6811. John W. Runyon, Pres.; Clyde W. Rembert, Gen. Mgr.; William A. Roberts, Coml. Mgr.; Roy George, Prog. Dir.; Roy M. Flynn, Chief Engr. Rep.: Branham. **Services:** Standard, Capitol, AP, INS.

DALLAS 2, WFAA-FM—Est. Oct., 1946—250, 97.9 mc, 43 kw, B. A. H. Belo Corp. (WFAA), 1122 Jackson St. Tel.: Riverside 9631. E. M. (Ted) Dealey, Pres.; Martin B. Campbell, Gen. Mgr.; Ralph W. Nimmons, Ass't. Mgr. in charge of sales; Ken Sibson, Prog. Dir.; Raymond Collins, Ass't Mgr. Rep.: Petry. **Services:** Lang-Worth, SESAC, Thesaurus, Cole, Associated, AP, UP.

DENTON, KDNT-FM—Est. June, 1948—291, 106.1 mc, 3.1 kw, B. Harwell V. Shepard (KDNT), Radio Center. Tel.: 276. Harwell V. Shepard, Gen. Mgr. **Services:** Thesaurus, UP.

EDINBURG, KURV-FM—Est. Dec., 1947—285, 104.9 mc, 1 kw, A. J. C. Looney (KURV), 2 miles North Hi-Way 281. Tel.: 710, 711. J. C. Looney, Owner; Allan Dale, Gen. & Coml. Mgr.; Stuart Graymont, Prog. Dir.; Warren Chase, Chief Engr. Rep.: Forjoe. **Services:** World, UP.

FORT WORTH, WBAP-FM—Est. Dec., 1948—263, 100.5 mc, 50 kw, B. Carter Publications Inc. (WBAP, WBAP-TV), 3900 Burnett St. Tel.: 3-1234. Amon Carter, Pres.; Harold Hough, Dir.; George Cranston, Gen. Mgr.; Roy Bacus, Coml. Mgr.; Ed Lally, Prog. Dir.; R. C. Stinson, Chief Engr. Rep.: Free & Peters. **Services:** World, Lang-Worth, Cole, AP.

GALVESTON, KLUF-FM—Est. Dec., 1948—254, 98.7 mc, 9.2 kw, B. The KLUF Bcstg. Co. Inc. (KLUF), 300 Haden Bldg. Tel.: 6676. George Roy Clough, Pres.; L. D. Clough, Gen. Mgr., Prog. Dir. & Chief Engr.; Francis Gilbert, Coml. Mgr. Rep.: Rambeau. **Services:** World, UP.

HARLINGEN, KGBS-FM—Est. April, 1947—243, 94.7 mc, 12.5 kw, B. Harbenito Bcstg. Co. (KGBS), P. O. Box 711. Tel.: 2200. McHenry Tichenor, Pres.; Troy McDaniel, Gen. Mgr.; Dave Bennett, Coml. Mgr.; Hal Shumate, Prog. Dir.; Willis Wilson, Chief Engr. Rep.: Burke, Kuipers & Mahoney. **Services:** Associated, Capitol, Standard, UP.

HOUSTON 2, KOPY (FM)—Est. Aug., 1946—250, 97.9 mc, 268 kw, B. Texas Star Bcstg. Co. (KTHT), 4000 South Main St. Tel.: Keystone 3-5535. Roy Hofheinz, Pres.; William F. Bennett, Gen. & Coml. Mgr.; John R. Edmunds, Prog. Dir.; O. B. Johnson, Chief Engr.; Lauri Schutt, Prom. Dir. Rep.: Avery-Knodel. **Services:** Associated, Capitol, UP.

HOUSTON 2, KPRC-FM—Est. Dec., 1947—275, 102.9 mc, 57 kw, B. Houston Post Co. (KPRC), Polic & Dowling. Tel.: Fairfax 7101. W. P. Hobby, Pres.; Jack Harris, Gen. Mgr.; Robert Meade, Coml. Mgr.; Edith Kokernot, Prog. Dir.; Harvey Wheeler, Chief Engr. Rep.: Transit Radio. **Services:** AP.

HOUSTON, KTRH-FM—Est. June, 1947—266, 101.1 mc, 350 kw, B. KTRH Bcstg. Co. (KTRH), Rice Hotel. Tel.: Preston 4361. B. F. Orr, Pres.; Ray Herndon, Ass't. Mgr.; Ray Bright, Sales Mgr.; Ted Nabors, Prog. Dir.; Tom Hiner, Chief Engr. (Trans.); Lester Mullan, Chief Station Engr. Rep.: Blair. **Services:** World, UP.

HOUSTON, KXYZ-FM—Est. Feb., 1948—243, 96.5 mc, 177 kw, B. Harris County Bcstg. Co. (KXYZ), 5th Flr. Gulf Bldg. Tel.: Capitol 6151. Glenn H. McCarthy, Pres.; Fred Nahas, Exec. Vice Pres.; Reese Reinecker, Gen. Mgr.; Hamilton Terry Lee, Coml. Mgr.; Gerald R. Chinski, Chief Engr. Rep.: Free & Peters. **Services:** Lang-Worth, Standard, New London, AP.

LONGVIEW, KLTI-FM—Est. Oct., 1948—290, 105.9 mc, 10 kw, B. R. G. LeTourneau (KLTI), P. O. Box 2307. Tel.: 3300. R. G. LeTourneau, Pres.; Merl Saxon, Gen. Mgr.; Vera E. Darby, Coml. Mgr.; Richard E. Darby, Prog. Dir.; Parker C. McPherson, Prom. Mgr.; Ken Maxwell, Chief Engr. **Services:** Associated, INS.

LUFKIN, KRBA-FM—Est. Jan., 1948—238, 95.5 mc, 1 kw, B. Darrell E. Yates (KRBA), Box 755. Tel.: 272. Darrell E. Yates, Pres. & Gen. Mgr.; Arthur Greene, Coml. Mgr.; Allen Earl Vinson, Prog. Dir.; Ambrose Maxim, Chief Engr. Rep.: Continental. **Services:** Lang-Worth, Cole, UP.

LUBBOCK, KFYO-FM—Est. April, 1948—258, 99.5 mc, 18 kw, B. Plains Radio Bcstg. Co. (KFYO), 914 Ave. J. Tel.: 5567. Gene A. Howe, Pres.; DeWitt Landis, Gen. Mgr. Rep.: Taylor-Boroff. **Services:** Capitol, AP, UP.

ODESSA, KECK-FM—Est. Dec., 1948—248, 97.5 mc, 1.7 kw, B. Ector County Bcstg. Co. (KECK), 118-130 W. Third St. Tel.: 791. Ben Nedow, Pres.; Mike Shapiro, Mgr.; Dave Worley, Coml. Mgr.; Lloyd Hawkins, Prog. Dir.; Jim Kimbrell, Chief Engr. **Services:** Standard, Lang-Worth, Associated, AP.

SAN ANGELO, KGKL-FM—Est. Jan., 1949—233, 94.5 mc, 14 kw, B. KGKL Inc (KGKL), St. Angelus Hotel. Tel.: 6715. H. C. Ragsdale, Pres.; Lewis O. Seibert, Gen. Mgr.; Frank Jones, Chief Engr. Rep.: Pearson.

SAN ANTONIO 5, KISS(FM)—Est. Dec., 1946—258, 99.5 mc, 170 kw, B. The Walmac Co. (KMAC), 222 W. Commerce St. Tel.: Cathedral 6211. Howard W. Davis, Owner, Gen. & Coml. Mgr.; Anthony S. (Tony) Bessan, Prog. Dir.; Charles L. Brady, Chief Engr. Rep.: Pearson. **Services:** Cole, Lang-Worth, MacGregor, AP.

SAN ANTONIO, KONO-FM—Est. July, 1948—225, 92.9 mc, 4.3 kw, B. Mission Bcstg. Co. (KONO), 317 Arden Grove. Tel.: Fannin-5171. Eugene J. Roth, Owner; Jack L. Pink, Gen. Mgr.; James M. Brown, Coml Mgr.; Bob Jenkins, Prog. Dir.; Ray Hunt, Chief Anncr.; George W. Ing, Chief Engr. Rep.: Forjoe. **Services:** Standard, SESAC, World, AP, UP.

SAN ANTONIO, KYFM(FM)—Est. Nov., 1946—268, 101.5 mc, 335 kw, B. Express Pub. Co., Ave. E at 3rd. Tel.: Garfield 3131. Frank G. Huntress, Pres.; Charles D. Lutz, Gen. & Coml. Mgr.; Ardyce Pfanstiel, Prog. Dir.; Richard R. Hayes, Chief Engr. **Services:** SESAC, Associated, World, AP.

SAN ANTONIO 6, WOAI-FM—Est. Dec., 1947—273, 102.5 mc, 3.3 kw, B. Southland Ind. Inc. (WOAI), 1031 Navarro St. Tel.: Garfield 4221. Hugh A. L. Halff, Pres. & Gen. Mgr.; Jerry Lee, Prog. Dir.; Charles Jeffers, Chief Engr. **Services:** Capitol, Standard, AP, UP.

TEMPLE, KTEM-FM—Est. June, 1948—298, 107.5 mc, 1.9 kw, B. Bell Bcstg. Co. Inc. (KTEM), 17 S. Third St. Tel.: 5252, 5253. Frank W. Mayborn, Pres.; Burton Bishop, Gen. Mgr.; J E. Callaway, Coml. Mgr.; Tom Robinson, Prog. Dir.; Homer A. Cook, Chief Engr. **Services:** Lang-Worth, UP.

TEXARKANA, KCMC-FM—Est. Feb., 1947—251, 98.1 mc, 40 kw, B. KCMC Inc. (KCMC). Tel.: 3-6151. Frank O. Myers, Gen. Mgr.; Thomas Dillahunty, Coml. Mgr.; Herman Cecil, Prog. Dir.; Harvey Robertson, Chief Engr. Rep.: Taylor-Boroff. **Services:** Cole, SESAC, Thesaurus, AP.

TYLER, KGKB-FM—Est. Jan., 1947—268, 101.5 mc, 27 kw, B. James G. Ulmer & James G. Ulmer Jr. (KGKB), 115 S. College. Tel.: 1106. James G. Ulmer, Pres., Gen. & Coml Mgr.; Jack Reavley, Prog. Dir.; Clark Watcott, Chief Engr. Rep.: Pearson. **Services:** Lang-Worth, UP.

VERNON, KVWC-FM—Est. Jan., 1948—254, 98.7 mc, 8 kw, B. Northwestern Bcstg. Co. (KVWC), 1813½ Wilbarger St. Tel.: 1048. R. H. Nichols, Pres.; W. D. Dixon, Gen. Mgr.; Sam Collins, Coml. Mgr.; Bob Hardison, Prog. Dir.; Herman Ridgway, Chief Engr. **Services:** Keystone, AP.

WICHITA FALLS, KTRN-FM—Est. Dec., 1946—247, 97.3 mc, 28 kw, B. Texoma Bcstg. Co. (KTRN), 717 Seventh St. Tel.: 2-5214. James B. Barnett, Pres.; A. Boyd Kelley, Gen. Mgr.; Ernest Skinner, Coml. Mgr.; Hugh Shaw, Prog Dir.; Robert Harmon, Chief Engr. **Services:** World, AP.

WICHITA FALLS, KWFT-FM—Est. May, 1948—260, 99.9 mc, 9.7 kw, B. KWFT Inc. (KWFT), Box 420. Tel.: 4182-3. Kenyon Brown, Pres. & Gen. Mgr.; Mott M. Johnson, Coml. & Sta. Mgr. & Prog. Dir.; Herbert T. Wiley, Chief Engr. Rep.: Raymer. **Services:** Standard, UP.

UTAH

OGDEN, KOPP-FM—Est. Sept., 1947—280, 103.9 mc, 1 kw, A. James B. Littlejohn (KOPP), P. O. Box 867. Tel.: 4223. James B. Littlejohn, Owner; Riley R. Gibson, Gen. Mgr.; N. Pratt Smith, Coml. Mgr.; Roy W. Sinor, Sales Mgr.; F. J. Winewriter, Prog. Dir.; Richard T. Sampson, Chief Engr. **Services:** Associated, Lang-Worth, AP.

SALT LAKE CITY 5, KDYL-FM—Est. Aug., 1947—254, 98.7 mc, 9 kw, B. Intermountain Bcstg. & TV Corp. (KDYL, KDYL-TV), 1435 S. Main St. Tel.: 5-2991. S. S. Fox, Pres. & Gen. Mgr.; G. A. Proval, Coml. Mgr; Kay Richins, Prog. Dir.; John M. Baldwin, Chief Engr. Rep.: Blair. **Services:** Associated, Thesaurus, UP, INS.

SALT LAKE CITY 1, KSL-FM—Est. Dec., 1946—262, 100.3 mc, 5 kw, B. Radio Service Corp. of Utah (KSL), Union Pacific Bldg. Tel.: 5-4641. Ivor Sharp, Gen. Mgr.; Lennox Murdoch, Coml. Mgr.; Lynn A. McKinlay, Prog. Dir.; Clyde Baraclough, Chief Engr. **Services:** Associated, World, UP.

VIRGINIA

ARLINGTON, WARL-FM, 288, 105.5 mc, A. Northern Virginia Bcstrs. Inc. (WARL), Box 391. Tel.: Owens 7800. R. Kilbourne Castell, Pres. & Co-owner; Frank U. Fletcher, Sec. & Co-owner; Raymond W. Baker, Sta. Mgr.; William W. Jefferey, Coml. Mgr.; Ray L. Hutchinson, Prog. Dir.; John E. Stron, Chief Engr. Rep.: Burn-Smith. **Services:** Standard, Capitol, UP.

DANVILLE, WBTM-FM—Est. June, 1947—250, 97.9 mc, 32 kw, B. Piedmont Bcstg. Corp. (WBTM), Hotel Danville. Tel.: 2350. L. N. Dibrell, Pres.; R. Sanford Guyer, V.P. & Gen. Mgr.; Edward G. Gardner, Coml. Mgr.; Thomas W. Thompson, Prog. Dir.; Lyle C. Motley, Chief Engr. Rep.: Hollingbery. **Services:** Lang-Worth.

HARRISONBURG, WSVA-FM—Est. Dec., 1946—264, 100.7 mc, 38 kw, B. Shenandoah Valley Bcstg. Corp. (WSVA), Newman Bldg. Tel.: 550. Frederick L. Allman, Pres.; Robert B. Harrington, Coml. Mgr.; Richard H. Johnson, Prog. Dir.; Warren L. Braun, Chief Engr. **Services:** Thesaurus, UP.

LYNCHBURG, WLVA-FM—Est. May, 1947—248, 97.5 mc, 3.7 kw, B. Lynchburg Bcstg. Corp. (WLVA), Allied Arts Bldg. Tel.: 3030. Edward A. Allen, Pres.; Philip P. Allen, Gen. Mgr.; Joseph F. Wright Jr., Coml. Mgr.; William H. Loren, Prog. Dir.; John T. Orth, Chief Engr. Rep.: Hollingbery. **Services:** Associated, Lang-Worth, AP.

NEWPORT NEWS, WGH-FM—Est. Aug., 1947—243, 96.5 mc, 38 kw, B. Hampton Roads Bcstg. Corp. (WGH), 500 Portlock Bldg. Tel.: Norfolk 2-7031. Raymond B. Bottom, Pres.; Edward E. Bishop, V. P. & Gen. Mgr.; Edward E. Edgar, Coml. Mgr.; John A. Black, Prog. Dir.; Charles A. Runyon, Chief Engr. Rep.: Free & Peters. **Services:** Associated, AP.

NORFOLK, WLOW-FM—Est. Oct., 1948—287, 105.3 mc, 44 kw, B. Commonwealth Bcstg. Corp. (WLOW), Box 1429. Tel.; 45678. E. L. Scott, Pres.; Robert Wasdon, Vice Pres.; W. M. Carpenter, Sta. Mgr.; Don Kelly, Coml. Mgr.; Lee Lively, Prog. Dir.; Jack Siegel, Sec. Treas. & Chief Engr. Rep.: Forjoe. **Services:** Capitol, Associated, UP.

NORFOLK, WRVC(FM)—Est. June, 1948—273, 102.5 mc, 7 kw, B. Larus & Bro. Co. Inc. (WRVA), 1506 Colley Ave. Tel.: 4-1100 C. T. Lucy, Gen. Mgr.; Barron Howard, Coml. Mgr.; William R. Preston, Prog. Dir.; Robert Moody, Studio Mgr.; S. T. Terry Jr., Chief Engr. Rep.: Radio Sales. **Services:** World, Lang-Worth, Muzak, UP.

NORFOLK 10, WTAR-FM—Est. May, 1947—247, 97.3 mc, 50 kw, B. WTAR Radio Corp. (WTAR, WTAR-TV), Nat'l. Bank of Commerce Bldg. Tel.: 25671. Campbell Arnoux, Pres. & Gen. Mgr.; John W. New, Coml. Mgr.; Joel Carlson, Prog. Dir.; John C Peffer, Chief Engr. Rep.: Petry. **Services:** Standard, AP, UP.

PORTSMOUTH, WSAP-FM—Est. Nov., 1947—259, 99.7 mc, 49 kw, B. Portsmouth Radio Corp. (WSAP), Professional Bldg. Tel.: 6333. T. E. Gilman, Pres.; B. Walter Huffington, Gen. Mgr.; Jack Norfleet, Coml. Mgr.; George L. Brantley, Prog. Dir.; Charles R. Sledge, Chief Engr. Rep.: Burke, Kuipers, & Mahoney Inc. **Services:** Lang-Worth, UP.

RICHMOND, WCOD (FM)—Est. Feb., 1948—251, 98.1 mc, 46 kw, B. Havens & Martin Inc. (WMBG, WTVR), 3301 W. Broad St. Tel.: 5-8611. Wilbur M. Havens, Pres. & Gen. Mgr.; Ralph Wallenstein, Dir. Nat'l Sales; Allen Phaup, Prog. Dir.; Walter A. Bowry Jr., Ass't Mgr.; Wilfred H. Wood, Chief Engr. Rep.: Blair. **Services:** Thesaurus, UP.

RICHMOND, WLEE-FM—Est. Sept. 1948—275, 102.9 mc, 21 kw, B. Lee Bcstg. Corp. (WLEE), Broad-Grace Arcade. Tel.: 3-6741. Thomas G. Tinsley Jr., Pres.; Irvin G. Abeloff, Gen. & Coml. Mgr.; Harvey Hudson, Prog. Dir.; William E. Spigler, Asst. Coml. Mgr.; George W. McGuigan Jr., Chief Engr. Rep.: Forjoe. **Services:** Lang-Worth, AP.

RICHMOND, WRMV(FM)—Est. Dec., 1948—295, 106.9 mc, 15.5 kw, B. Southern Bcstrs. Inc., 5 North Second St. Tel.: 7-5948. Richard R. Hutcheson, Pres.

RICHMOND, WRNL-FM—Est. Aug., 1948—271, 102.1 mc, 50 kw, B. Richmond Radio Corp. (WRNL), 323 East Grace St. Tel.: 3-3436. D. Tennant Bryan, Pres.; E. S. Whitlock, Gen. Mgr.; Joseph H. Sierer, Coml. Mgr.; Don Martin, Prog. Mgr.; E. V. Wolstenholme Jr., Chief Engr. Rep.: Petry. **Services:** Standard, Capitol, AP.

RICHMOND, WRVB(FM)—Est. Aug., 1948—233, 94.5 mc, 25 kw, B. Larus & Bro. Co. Inc. (WRVA), Hotel Richmond. Tel.: 3-6633. C. T. Lucy, Gen. Mgr.; Barron Howard, Coml. Mgr.; Wm. R. Preston, Prog. Dir.; John L. Stone Jr., Prom. Mgr.; S. T. Terry Jr., Chief Engr. Rep.: Radio Sales. **Services:** World, Lang-Worth, Muzak, UP.

ROANOKE, WDBJ-FM—Est. July, 1948—235, 94.9 mc, 11.8 kw, B. Times World Corp. (WDBJ), 124 W. Kirk Ave. Tel.: 8131. J. P. Fishburn, Pres.; Ray P. Jordan, Gen. Mgr.; John W. Harkrader, Coml. Mgr.; Paul E. Reynolds, Prog. Dir.; J. Edward Newman, Chief Engr. Rep.: Free & Peters. **Services:** World, Lang-Worth, AP, UP.

ROANOKE, WROV-FM—Est. March, 1948—279, 103.7 mc, 3 kw, B. Radio Roanoke Inc. (WROV), 600 Mountain Trust Bldg. Tel.: 3-4444. Leo F. Hanebry, Pres.; Frank E. Koehler, Gen. Mgr.; Gordon R. Phillips, Prog. Dir.; Frank A. Hall, Chief Engr. Rep.: Burn-Smith. **Services:** Capitol, Lang-Worth, UP.

ROANOKE 7, WSLS-FM—Est. Dec., 1947—256, 99.1 mc, 4.7 kw, B. Roanoke Bcstg. Corp. (WSLS), Shenandoah Life Bldg. Tel.: 9227. Paul C. Buford, Pres.; James H. Moore, Exec. V. P.; Horace Fitzpatric, Ass't. & Coml. Mgr.; Bill Saunders, Prog. Dir.; Philip Briggs, Chief Engr. Rep.: Weed. **Services:** Associated, Thesaurus, AP.

ROANOKE 11, WROV-FM—Est. March, 1948—279, 103.7 mc, 3 kw, B. Radio Roanoke Inc. (WROV), 600 Mt. Trust Bldg. Tel.: 3-4444. Leo F. Henebry, Pres.; Frank E. Koehler, Gen. & Coml. Mgr.; Gordon R. Phillips, Prog. Dir.; Frank A. Hall, Chief Engr. Rep.: Burn-Smith. **Services:** Capitol, Lang-Worth, UP.

SUFFOLK, WLPM-FM—Est. Dec., 1947—299, 107.7 mc, 10.2 kw, B. Suffolk Bcstg. Corp. (WLPM), 105 Bank St. Tel.: 1420. Fred L. Hart, Pres. & Gen. Mgr.; Ida Barrett, Coml. Mgr.; Allen B. Jones, Prog. Dir.; Veryl W. Rupp, Chief Engr. **Services:** Lang-Worth, AP.

WINCHESTER, WRFL(FM)—Est. Oct., 1946—223, 92.5 mc, 14 kw, B. Richard Field Lewis Jr. (WINC), Drawer 665. Tel.: 4855. Richard Field Lewis Jr., Pres. & Gen. Mgr.; Winslow T. Porter, Coml Mgr.; John Carl Morgan, Prog. Dir.; Philip B. Whitney, Chief Engr. **Services:** Lang-Worth, UP.

WASHINGTON

LONGVIEW, KWLK-FM—Est. Jan., 1947—280, 103.9 mc, 0.41 kw, B. Twin City Bcstg. Corp. (KWLK), 14th & Hudson. Tel.: 1500. C. O. Chatterton, Pres. & Gen. Mgr.; Al Emrich, Coml. Mgr.; Marjorie Bradford, Prog. Dir.; M. E. Johnson, Chief Engr. **Services:** Associated, UP.

SEATTLE, KING-FM—Est. Dec., 1947—235, 94.9 mc, 48 kw, B. King Bcstg. Co. (KING), Smith Tower. Tel.: Main 1090. Mrs. A. Scott Bullitt, Pres.; Henry B. Owen, Gen. Mgr.; John H. Eichhorn, Coml. Mgr.; Frederick J. Eichhorn 3rd, Prog. Dir.; Arthur A. Shultz, Chief Engr. **Services:** Associated, Lang-Worth, AP, UP.

SEATTLE, KIRO-FM, 264, 100.7 mc, 7 kw, B. Queen City Bcstg. Co. (KIRO), 66 Cobb Bldg. Tel.: Seneca-1500. Saul Haas, Pres.; Loren B. Stone, Gen. Mgr.; Kenneth Yeend, Prog. Dir.; J. B. Hatfield, Chief Engr. Rep.: Free & Peters. **Services:** Standard, AP.

SEATTLE, KOMO-FM—Est Nov., 1948—225, 98.9 mc, 14.4 kw, B. Fisher's Blend Station Inc. (KOMO), 100 4th Ave. No. Tel.: Seneca 6000. O. W. Fisher, Pres. & Gen. Mgr.; Ray Baker, Coml. Mgr.; W. W. Warren, Prog. Dir.; R. D. McCornack, Asst. to Pres.; S. D. Bennett, Development Engr.; F. J. Brott, Chief Engr. Rep.: Petry. **Services:** Capitol, Associated, UP.

SEATTLE, KRSC-FM—Est. Feb., 1947—251, 98.1 mc, 15 kw, B. Radio Sales Corp. (KRSC), 2939 .th South. Tel.: Elliot 2480. Palmer K. Leberman, Pres.; Robert Priebe, Gen. Mgr.; Al Hunter, Coml. Mgr.; Ted Bell, Prog. Dir.; George Freeman, Chief Engr.; Lee Schulman, Prod. Mgr. Rep.: Young. **Services:** Associated, Lang-Worth, AP.

TACOMA, KTNT(FM)—Est. Oct., 1948—247, 97.3 mc, 10 kw, B. Tribune Publ. Co., 711 St. Helens Ave. Tel.: Market-7181. Leonard H. Higgins, Mgr. & Coml. Mgr.; Mildred H. Price, Cont. Dir.; Janet L. Ferris, Music Dir.; Max H. Bice, Prog. Dir. & Chief Engr. **Services:** Associated, Lang-Worth, Capitol, AP.

WEST VIRGINIA

BECKLEY, WCFC(FM)—Est. Aug., 1946—267, 101.3 mc, 31 kw, B. Beckley Newspapers Corp., 305 Reservoir Rd. Tel.: 8361. E. J. Hodel, Gen. Mgr.; George W. Yazell, Coml. Mgr.; E. Thomas Ziegler, Prog. Dir.; William Ormandy, Chief Engr. Rep.: FM Reps. Services: Associated, Thesaurus, AP.

BECKLEY, WJLS-FM—Est. Oct., 1946—258, 99.5 mc, 31.7 kw, B. Joe L. Smith Jr., (WJLS), WJLS Bldg. Tel.: 7311. Joe L. Smith, Pres.; Virginia N. Cooper, Gen. Mgr.; George J. Gray, Coml. Mgr.; Benton B. Boggs, Prog. Dir.; Al J. Ginkel, Chief Engr. Rep.: Burn-Smith. **Services:** Cole, Standard, UP.

BLUEFIELD, WHIS-FM—Est. July, 1947—283, 104.5 mc, 186 kw, B. Daily Telegraph Printing Co. (WHIS), 623 Commerce. Tel.: 7114. Pat Flanagan, Gen. Mgr.; C. H. Murphey, Sales Dir.; M. F. Barnett, Prog. Dir.; Wm. Hostetter, Ass't. Mgr.; John Byers, Chief Engr. Rep.: Katz. **Services:** Lang-Worth, World, AP.

CLARKSBURG, WPDX-FM—Est. March, 1948—236, 95.1 mc, 2 kw, B. Clarksburg Bcstg. Corp. (WPDX), 339 W. Main St. Tel.: 6060. O. L. Billingsley, Pres.; R. C. Warden, Gen. Mgr.; J. M. Larosa, Coml. Mgr.; D. H. Wyatt, Prog. Dir.; R. V. Walsh, Prod. Mgr.; R. D. Hough, Chief Engr. **Services:** World, Capitol, UP.

HUNTINGTON, WPLH-FM—Est. Oct., 1947—273, 102.5 mc, 41 kw, B. Huntington Bcstg. Corp. (WPLH), 1105 Fourth Ave. Tel.: 3-3421. Flem J. Evans, Pres. & Gen. Mgr.; Bernard Sammons, Coml. Mgr.; Joseph J. Herget, Ass't. Mgr. & Prog. Dir.; William R. Haldane, Chief Engr. Rep.: Transit Radio. **Services:** Capitol, AP.

HUNTINGTON, WHTN-FM—Est. Oct., 1947—263, 100.5 mc, 53 kw, B. Greater Huntington Radio Corp. (WHTN), 1112¼ 4th Ave. Tel.: 33-453. A. B. Hyman, Pres.; Mike Layman, Gen. Mgr.; Arnold Silvert, Prog. Dir.; Harold F. Sturm, Chief Engr. Rep.: Friedenberg. **Services:** Associated, MacGregor, UP.

(Continued)

(Continued)

LOGAN, WLOG-FM—Est. 1945—277, 103.3 mc, 2.7 kw, B. Clarence H. Frey & Robert O. Greever (WLOG), Kanada & Chestnut St. Tel.: 761. Robert O. Greever & Clarence H. Frey, Owners; Robert A. Morrow, Gen. Mgr.; Francis Warren, Coml. Mgr.; Pat Mulvihill, Prog. Dir.; Lou Frey, Chief Engr. **Services:** World, UP.

MORGANTOWN, WAJR-FM—257, 99.3 mc, 1 kw, A. West Va. Radio Corp. (WAJR), 446 Spruce St. Tel.: 9488. Mrs. A. J. R. Greer, Chief Owner; Ferd Browning, Gen. Mgr.; John W. Johns, Sales Mgr.; Clarence Rulong, Plant Sup. **Services:** World, AP.

OAK HILL, WOAY-FM—231, 94.1 mc, B. Robert R. Thomas Jr. (WOAY). Tel.: 651. Robert R. Thomas Jr., Owner, Gen. Mgr. & Chief Engr.; Harold B. Shaw, Coml. & Prom. Mgr.; Hugh McPherson, Prog. Mgr. Rep.: Freidenberg. **Services:** Capitol, AP.

PARKERSBURG, WPAR-FM—Est. Oct., 1948—293, 106.5 mc, 23 kw, B. Ohio Valley Bcstg. Corp. (WPAR), 211 5th St. Tel.: 75-475. Geo. H. Clinton, Vice Pres. & Coml. Mgr.; Shermin Grimm, Prog. Dir.; V. G. Brooks, Chief Engr. Rep.: Branham. **Services:** Standard, SESAC, AP.

WHEELING, WKWK-FM—Est. March, 1948—247, 97.3 mc, 16 kw, B. Community Bcstg. Inc. (WKWK), 16th & Market Sts. Tel.: 5320. Joe L. Smith Jr., Pres.; John B. Reynolds, Gen. Mgr.; Richard S. Rucki, Coml. Mgr.; J. Alan Jasper, Prog. Dir.; Fred A. Baker, Chief Engr. Rep.: Weed. **Services:** Standard, UP.

WHEELING, WWVA-FM—Est. Sept., 1947—254, 98.7 mc, 4.4 kw, B. West Virginia Bcstg. Corp. (WWVA), Hawley Bldg. Tel.: 5383. George B. Storer Pres.; William E. Rine, Gen. Mgr. & Mngn. Dir.; Paul J. Miller, Ass't. Mngn. Dir.; Paul A. Myers, Prog. Dir.; Edwin L. Keim, Chief Engr. Rep.: Petry. **Services:** Cole, Lang-Worth, AP.

WISCONSIN

BELOIT, WBNB-FM—Est. Aug., 1947—297, 107.3 mc, 8.7 kw, B. Daily News Pub. Co., 413 Pleasant St. Tel.: Grand 1073. R. F. Collins, C. F. Karnstaedt, M. H. Dobson, Owners; Donald L. Dobson, Gen. Mgr.; Paul W. Collin, Coml. Mgr.; John H. Rhodes, Prog. Dir.; Ralph E. Van Keuran, Chief Engr. **Services:** Associated, World, UP.

EAU CLAIRE, WEAU-FM—Est. Nov., 1947—231, 94.1 mc, 75 kw, B. Central Bcstg. Co. (WEAU), 203 S. Barstow St. Tel.: 6149. Morgan Murphy, Pres.; W. C. Bridges, Gen. Mgr.; Harry S. Hyett, Station Mgr.; Robert Nelson, Prog. Dir.; T. O. Jorgenson, Chief Engr. Rep.: Hollingbery. **Services:** Associated, Lang-Worth, UP.

GREEN BAY, WJPG-FM—Est. Aug., 1947—266, 101.1 mc, 14.4 kw, B. Green Bay Newspaper Co. (WJPG), 428 Cherry St. Tel.: Howard 6400. A. B. Turnbull, Pres.; John M. Walter, Station Mgr.; Glen R. Holznecht, Coml. Mgr.; Russ Widoe, Prog. Dir.; Elmo Reed, Chief Engr. Rep.: McGeehan & O'Mara. **Services:** Capitol, Standard, AP.

GREEN BAY, WTAQ-FM—Est. Aug., 1948—273, 102.5 mc, 14 kw, B. WHBY Inc. (WTAQ), Bellin Bldg. Tel.: Adams 1. Rev. M. J. Beemster, Mng. Dir.; Haydn R. Evans, Gen. Mgr.; Lee Stinson, Coml. Mgr.; Clair Stone, Prog. Dir.; Wallace Stangel, Chief Engr. Rep.: Weed & Co. **Services:** AP.

JANESVILLE, WCLO-FM—Est. Oct., 1947—260, 99.9 mc, 15 kw, B. Gazette Printing Co. (WCLO), Gazette Bldg. Tel.: 2-500. Sidney H. Bliss, Pres.; Vern W. Williams, Gen. & Coml. Mgr.; Joe Urban, Ass't. Mgr.; Wayne Clay, Chief Engr.

LA CROSSE, WKBH-FM—Est. July, 1947—226, 93.1 mc, 83 kw, B. WKBH Inc. (WKBH), 409 Main St. Tel.: 450. Howard Dahl, Gen. Mgr.; Bernice Callaway, Prog. Dir.; Alvin Leeman, Chief Engr. Rep.: Taylor-Borroff. **Services:** Lang-Worth, World, AP.

MADISON, WFOW(FM)—285, 104.9 mc, A. Earl W. Fessler.

MADISON 5, WIBA-FM—Est. March, 1948—268, 101.5 mc, 207 kw, B. Badger Bcstg. Co. (WIBA), 3800 Regent St. Tel.: Fairchild 8800. William T. Evjue, Pres.; Kenneth F. Schmitt, Gen. Mgr.; Howard A. Johnson, Bus. Mgr.; Robert N. Dick, Prog. Dir.; Norman Hahn, Chief Engr. Rep.: Avery-Knodel. **Services:** Standard, AP, UP.

MADISON, WISC-FM—255, 98.9 mc, 52 kw, B. Radio Wisconsin Inc. (WISC), Commercial State Bank Bldg. Tel.: Gifford 7502. Morgan Murphy, Pres.; W. C. Bridges, Exec. Dir.; Ralph O'Connor, Gen. Mgr.; Robert Kosak, Coml. Mgr.; Robert Swanson, Prog. Dir.; M. W. Greely, Chief Engr. Rep.: Hollingbery. **Services:** Associated, UP.

MARSHFIELD, WDLB-FM—Est. April, 1948—280, 103.9 mc, 1 kw, A. Dairyland's Bcstg. Service Inc. (WDLB), 1710 No. Central Ave. Tel.: 1212. Lloyd L. Felker, Pres.; Robert W. Behling, Gen. Mgr.; DuWayne Allen, Coml. Mgr.; Jim Ludd, Prog. Dir.; Gerald Boos, Chief Engr. **Services:** SESAC, World, UP.

MERRILL, WLIN-FM—Est. Nov., 1947—264, 100.7 mc, 12 kw, B. Alvin E. O'Konski. (WLIN). Tel.: 44. Alvin E. O'Konski, Pres.; Tony Marta, Gen. Mgr.; Robert E. Fowler, Chief Mgr. **Services:** Capitol, AP.

MILWAUKEE, WEMP-FM—Est. May, 1948—231, 94.1 mc, 35 kw, B. Milwaukee Bcstg. Co. (WEMP), 710 N. Plankinton Ave. Tel.: Marquette 8-7722. Robert M. LaFollette Jr., Pres.; Hugh K. Boice Jr., Gen. Mgr.; John C. Gagliano, Coml. Mgr.; Bert Mulroy, Prog. Dir.; Tom Shanahan, Chief Anncr.; Rolland Paske, Chief Engr. Rep.: Avery-Knodel. **Services:** World, UP.

MILWAUKEE, WISN-FM—Est. July, 1948—275, 102.9 mc, 4.1 kw, B. Hearst Radio Inc. (WISN), 123 W. Michigan. Tel.: Division 2-3000. G. W. Grignon, Gen. Mgr.; R. E. Shireman, Coml. Mgr.; Jack Raymond, Prog. Dir.; D. A. Weller, Chief Engr. Rep.: Katz. **Services:** World, UP, INS.

MILWAUKEE 1, WMTJ-FM—Est. April, 1940—227, 93.3 mc, 349 kw, B. The Journal Co. (WTMJ), 333 West State St. Tel.: Marquette 8-6000. Walter J. Damm, V. P. & Gen. Mgr.; L. W. Herzog, Ass't. Gen. Mgr.; R. G. Winnie, Station Mgr.; Bruce Wallace, Ass't. Mgr.; Frank Biggell, Prom. Mgr.; Frank Hart, Coml. & Prod. Mgr.; Phil B. Laeser, Chief Engr. Rep.: Petry. **Services:** Thesaurus, AP.

NEENAH, WNAM-FM—Est. Dec., 1947—253, 98.5 mc, 9.4 kw, B. Neenah Menasha Bcstg. Co. (WNAM), 101 E. Wisconsin Ave. Tel.: 4615. Don C. Wirth, V. P. & Gen. Mgr.; Fred Eastman, Prog. Supervisor; Rose May Dallman, Prom. Mgr.; E. W. Fliegel, Chief Engr. Rep.: Rambeau. **Services:** World, UP.

OSHKOSH, WOSH-FM—Est. June, 1943—225, 92.9 mc, 3.5 kw, B. Oshkosh Bcstg. Co. (WOSH), 151 Main St. Tel.: Stanley-4580. Myles H. Johns, Owner; George Greeley, Gen. Mgr.; A. L Embury, Coml. Mgr.; Sherwood Lorenz, Prog. Dir.; Glenn Wheeler, Asst. Chief Engr.; Nathan Williams, Chief Engr. Rep.: Donald Cooke Inc. **Services:** World, UP.

POYNETTE, WWCF(FM)—Est. Dec., 1947—235, 94.9 mc, 37 kw, B. William C. Forrest (WIBU), Poynette. Tel.: 98. William C. Forrest, Pres., Gen. & Coml. Mgr.; Sarah Forrest, Prog. Dir.; L. Stanley Sadler, Chief Engr. **Services:** Standard, SESAC, UP.

RACINE, WRJN-FM—Est. Aug., 1948—264, 100.7 mc, 15 kw, B. Racine Bcstg. Corp. (WRJN), 441 Main St. Tel.: Jackson-290. Frank R. Starbuck, Pres.; Harry R. LePoidevin, Sec.-Treas.; Harold J. Newcomb, Sta. & Coml. Mgr.; Lyman Merens, Prog. Dir.; F. Lee Dechant, Chief Engr. Rep: Walker. **Services:** AP.

RICE LAKE, WJMC-FM—Est. Aug., 1947—242, 96.3. mc, 4.4 kw, B. WJMC Inc. (WJMC), 1615 South Main. Tel.: 550. Walter C. Bridges, Pres.; Greg Rouleau, Gen. & Coml. Mgr.; Harry Wills, Prog. Dir.; Robert Kolsky, Chief Engr. Rep.: Hollingbery. **Services:** Associated, SESAC.

SHEBOYGAN, WHBL-FM—Est. Oct., 1948—262, 100.3 mc, 15 kw, B. WHBL Inc. (WHBL), Press Bldg. Tel.: 4844. A. Matt Werner, Pres.; G. P. Richards, Gen. & Coml. Mgr.; Glen James, Prog. Dir.; Herbert J. Mayer, Chief Engr. Rep.: Meeker. **Services:** World, AP.

WAUKESHA, WAUX-FM, 237, 95.3 mc, 0.19 kw, A. Waukesha Bcstg. Co. (WAUX), 319 W. Main. Tel.: 6619. Carl Taylor, Pres.; Mig Figi, Gen. & Coml. Mgr.; Ralph Andrews, Prog. Dir. Rep.: McGeehan & O'Mara. **Services:** Lang-Worth, AP.

WAUSAU, WSAU-FM—Est. Sept., 1948—238, 95.5 mc, 46 kw, B. The Journal Co. (WSAU), 125 3rd St. Tel.: 6521. Ben F. Hovel, Mgr.; J. W. Killeen, Coml. Mgr.; R. J. Topinka, Prog. Dir.: R. W. Richardt, Tech. Supr. Rep.: Petry. **Services:** Thesaurus, AP.

WISCONSIN RAPIDS, WFHR-FM—Est. Sept., 1948—277, 103.3 mc, 2.1 kw, B. William F. Huffman Radio Inc. (WFHR), 141 W. Grand Ave. Tel.: 1340. Wm. F. Huffman, Pres.; Geo. T. Frechette, Gen. Mgr. & Prog. Dir.; Bruce G. Beichl, Coml. Mgr.; Bert E. Zielesch, Chief Engr. **Services:** Capitol, AP.

REMEMBER . . .

BROADCASTING readers . . . time-buyers, ad managers, account executives, radio directors . . . influence or place 87% of the network and national spot dollar.

•

Tell them *your* sales story . . . in

BROADCASTING

FM ASSOCIATION

Dupont Circle Bldg. **Tel. HUdson 7170** **Washington, D. C.**

William E. Ware, KFMX Council Bluffs, Ia., President.
E. Z. Jones, WBBB-FM Burlington, N. C., Vice President.
E. J. Hodel, WCFC Beckley, W. Va., Secretary.
Thomas F. McNulty, WMCP Baltimore, Treasurer.
Leonard H. Marks, Washington, General Counsel.
C. M. Jansky Jr., Washington, Engineering Counsel.

Board of Directors

(Terms Expiring in 1949)

Marion Claire, WGNB Chicago.
Everett L. Dillard, Washington, D. C.
C. M. Jansky Jr., Jansky & Bailey, Washington.
Thomas F. McNulty, WMCP Baltimore.
Morris S. Novik, New York.

(Terms Expiring in 1950)

E. J. Hodel, WCFC Beckley, W. Va.
E. Z. Jones, WBBB-FM Burlington, N. C.
Ben Strouse, WWDC-FM Washington.
David G. Taft, WCTS Cincinnati.
William E. Ware, KFMX Council Bluffs, Iowa.

(Terms Expiring in 1951)

Matthew H. Bonebrake, KOCY-FM Oklahoma City.
Frank A. Gunther, Radio Engineering Labs., Long Island City.
Lee McCanne, Stromberg-Carlson Co., Rochester, N. Y.
Edward A. Wheeler, WEAW Evanston, Ill.
Robert F. Wolfe, WFRO Fremont, Ohio.

Executive Committee

William E. Ware, Chairman.
C. M. Jansky Jr.
E. Z. Jones.
Ben Strouse.
Everett L. Dillard.

International Broadcasting Stations of the United States

Authorized by FCC as of January 1, 1949

Note: These U. S. Shortwave stations, operated under contract by the Government, are programmed by the International Broadcasting Division, Office of International Information, Department of State. (Under the 1947 fiscal year Appropriations Act, private licensees are permitted to program their stations up to 25% of the broadcast time.)

Call Letters	Licensee and Transmitter Location	Frequency in mc.	Power in Watts
KWID	The Associated Broadcasters Inc. San Francisco, Cal.	6.06, 7.23, 9.57, 11.87, 15.29, 17.76, 21.61,	100,000
KWIX	The Associated Broadcasters Inc. San Francisco, Cal.	6.06, 7.23, 9.57, 11.87, 15.29, 17.76, 21.61	50,000
KCBA	Columbia Broadcasting System Inc. Delano, Cal.	....	50,000
KCBF	Columbia Broadcasting System Inc Delano, Cal.	....	50,000
KCBR	Columbia Broadcasting System Inc. Delano, Cal.	....	200,000
WCBN	Columbia Broadcasting System Inc. Brentwood, L. I., New York	6.12, 6.17, 9.65, 11.83, 15.27, 17.83, 21:52, 21.57,	50,000
WCBX	Columbia Broadcasting System Inc. Brentwood, L. I., New York	6.06, 6.12, 6.17, 9.65, 11.83, 15.27, 17.83, 21.52, 21.57 SA- 9.49 SA- 9.59 SA-15.267 in lieu of 15.27	50,000
WCDA	Columbia Broadcasting System Inc. Brentwood, L. I., New York	6.06, 6.12, 6.17, 9.65, 11.83, 15.27, 17.83, 21.52, 21.57 SA- 9.49 SA- 9.59 SA-15.267 in lieu of 15.27	10,000
WCRC	Columbia Broadcasting System Inc. Brentwood, L. I., New York	6.06, 6.12, 6.17, 9.65, 11.83, 15.27, 17.83, 21.52, 21.57 SA- 9.49 SA- 9.59 SA-15.267 in lieu of 15.27	50,000
WOOC	Columbia Broadcasting System Inc. Wayne, N. J.	6.12 6.17, 9.65, 11.83, 15.27, 17.83, 21.52, 21.57,	50,000
WOOW	Columbia Broadcasting System Inc. Wayne, N. J.	6.12, 6.17, 9.65, 11.83, 15.27, 17.83, 21.52, 21.57,	50,000
WLWK	The Crosley Corp. Mason, O.	6.08, 9.59, 11.71, 15.25, 17.8, 21.65,	50,000
WLWL	The Crosley Corp. Mason, O.	6.08, 9.59, 11.71, 15.25, 17.8, 21.65,	200,000
WLWO	The Crosley Corp. Mason, O.	6.08, 9.59, 11.71, 15.25, 17.8, 21.65,	75,000
WLWR	The Crosley Corp. Mason, O.	6.08, 9.59, 11.71, 15.25, 17.8, 21.65,	200,000
WLWS	The Crosley Corp. Mason, O.	6.08, 9.59, 11.71, 15.25, 17.8, 21.65,	200,000
KGEI	General Electric Co. Near Belmont, Cal.	6.19, 7.25, 9.53, 9.55, 11.73, 15.21, 15.33	50,000
KGEX	General Electric Co. Belmont, Cal.	....	100,000
WGEA	General Electric Co. So. Schenectady, N. Y.	6.19, 7, 9.55, 11.8475, 15.33, 21.5, 21.59 SA- 9.53	50,000
WGEO	General Electric Co.	6.19, 7, 9.53, 11.8475, 15.33	100,000
WGEX	General Electric Co. So. Schenectady, N. Y.	....	25,000
KNBA	National Broadcasting Co. Inc. Near Dixon, Cal.	....	50,000
KNBI	National Broadcasting Co. Inc. Near Dixon, Cal.	....	50,000
KNBX	National Broadcasting Co. Inc. Near Dixon, Cal.	....	200,000
WNBI	National Broadcasting Co. Inc. Bound Brook, N. J.	6.1 9.67, 11.89, 15.15, 15.19, 17.78, 21.63 SA-11.893	50,000 (100,000 on 9.67)
WNRA	National Broadcasting Co. Inc. Bound Brook, N. J.	6.1, 9.67, 11.89, 15.15 15.19, 21.63,	50,000
WNRE	National Broadcasting Co. Inc. Bound Brook, N. J.	6.1, 9.67, 11.89, 15.15, 15.19, 20.63,	50,000
WNRI	National Broadcasting Co. Inc. Bound Brook, N. J.	6.1, 9.67, 11.89, 15.15, 15.19. 21.63.	50,000
WNRX	National Broadcasting Co. Inc. Bound Brook, N. J.	6.1, 9.67, 11.89, 15.15, 15.19, 21.63,	50,000
WRCA	National Broadcasting Co. Inc. Bound Brook, N. J.	6.1, 9.67, 11.89, 15.15, 15.19, 17.78, 21.63 SA-11.893	50,000 (100,000 on 9.67)
WBOS	Westinghouse Radio Stations Inc. Hull, Mass.	6.14, 9.57, 11.87, 15.21, 17.78, 21.54,	50,000
WRUA	World Wide Broadcasting Corp. Scituate, Mass.	6.04, 9.7, 11.73, 15.35, 17.75, 21.46,	50,000
WRUL	World Wide Broadcasting Corp. Scituate, Mass.	6.04, 11.73, 11.79, 15.13, 15.35, 17.75, 21.46	50,000
WRUS	World Wide Broadcasting Corp. Scituate, Mass.	6.04, 9.7, 11.73, 15.35, 17.75, 21.46	50,000
WRUW	World Wide Broadcasting Corp. Scituate, Mass.	9.7, 11.73, 11.79, 15.13, 15.35, 17.75, 25.6	20,000
WRUX	World Wide Broadcasting Corp. Scituate, Mass.	....	7,000

SA-Special Authorization.

CANADA

Call Letters	Licensee and Transmitter Location	Frequency in mc.	Power in Watts
CFCX	Canadian Marconi Co., Montreal Montreal, Que.	6.005	75
CFRX	Rogers Radio Broadcasting Co. Ltd., Toronto Township of King, Ont.	6.07	1,000
CFVP	Voice of the Prairies Ltd., Calgary, Alta. Strathmore, Alta.	6.03	100
CHNX	Maritime Broadcasting Co. Ltd., Halifax, N. S. Bedford, N. S.	6.13	500
CJCX	Eastern Broadcasters Ltd., Sydney, N. S. South Bar Road near Sydney, N. S.	6.01	1,000
CKRO	Transcanada Communications Ltd., Winnipeg, Man. Middlechurch, Man.	6.15	2,000
CKRX	Transcanada Communications Ltd., Winnipeg, Man. Middlechurch, Man.	11.72	2,000
CKFX	Western Broadcasting Co. Ltd., Vancouver, B. C. Lulu Island, B. C.	6.08	10
CBFW	Canadian Broadcasting Corp., Montreal Vercheres, Que.	6.09	7,500
CBFX	Canadian Broadcasting Corp., Montreal Vercheres, Que.	9.61	7,500
CBFY	Canadian Broadcasting Corp., Montreal Vercheres, Que.	11.705	7,500
CBFZ	Canadian Broadcasting Corp., Montreal Vercheres, Que.	15.19	7,500
CBRX	Canadian Broadcasting Corp., Vancouver, B. C., Lulu Island, B. C.	6.16	150
VE9AI	Edmonton Journal Ltd., Edmonton, Alta.	6.005	200
VE9AI	Edmonton Journal Ltd., Edmonton, Alta.	9.54	200
CKOB	Canadian Broadcasting Corp., Montreal Sackville, N. B.	6.09	50,000
CKLO	Canadian Broadcasting Corp., Montreal Sackville, N. B.	9.63	50,000
CKXA	Canadian Broadcasting Corp., Montreal Sackville, N. B.	11.705	50,000
CKCX	Canadian Broadcasting Corp., Montreal Sackville, N. B.	15.19	50,000
CKNC	Canadian Broadcasting Corp., Montreal Sackville, N. B.	17.82	50,000
CHAC	Canadian Broadcasting Corp., Montreal Sackville, N. B.	6.16	50,000
CHLS	Canadian Broadcasting Corp., Montreal Sackville, N. B.	9.61	50,000
CHOL	Canadian Broadcasting Corp., Montreal Sackville, N. B.	11.72	50,000
CHLA	Canadian Broadcasting Corp., Montreal Sackville, N. B.	21.71	50,000
CKEX	Canadian Broadcasting Corp., Montreal Sackville, N. B.	11.9	50,000
CBLX	Canadian Broadcasting Corp., Montreal Vercheres, Que.	15.09	7,500
CBFA	Canadian Broadcasting Corp., Montreal Vercheres, Que.	11.76	7,500
CBFL	Canadian Broadcasting Corp., Montreal Vercheres, Que.	11.72	7,500
CBFO	Canadian Broadcasting Corp., Montreal Vercheres, Que.	9.63	7,500
CKCS	Canadian Broadcasting Corp., Montreal Sackville, N. B.	15.32	50,000
CKLX	Canadian Broadcasting Corp., Montreal Sackville, N. B.	15.09	50,000
CKRA	Canadian Broadcasting Corp., Montreal Sackville, N. B.	11.76	50,000
CBFR	Canadian Broadcasting Corp., Montreal Vercheres, Que.	9.52	7,500
CKRP	Canadian Broadcasting Corp., Montreal Sackville, N. B.	21.6	50,000
CKRZ	Canadian Broadcasting Corp., Montreal Sackville, N. B.	6.06	50,000

Group Ownership of U. S. Broadcasting Stations

These groups are not necessarily available as networks but are listed to show ownership or operation of three or more stations by single entities.

AMERICAN BROADCASTING CO. OWNED AND MANAGED STATIONS—WJZ, WJZ-TV, New York; WENR, WENR-TV, Chicago; KGO, KGO-TV, San Francisco; KECA, KECA-TV, Los Angeles; WXYZ, WXYZ-TV, Detroit. All affiliates of American Broadcasting Co.; all represented nationally by ABC Spot Sales.

CBS OWNED STATIONS—WCBS, WCBS-FM, WCBS-TV, New York; WTOP, Washington; KMOX, St. Louis; KNX, KNX-FM, Los Angeles; WBBM, WBBM-FM, Chicago; WCCO, Minneapolis; WEEI, WEEI-FM, Boston. All affiliates of CBS network; all represented nationally by Radio Sales.

CLEVELAND PLAIN DEALER STATIONS—WHK, Cleveland; WHKK, Akron; WHKC, Columbus; WKBN, Youngstown (minority interest).

G. W. COVINGTON STATIONS—WCOV, Montgomery; WGWC, Selma and, WGWD, Gadsden. All in Alabama.

THE COWLES STATIONS (Cowles Broadcasting Co.)—Comprising KRNT, Des Moines; WNAX, Sioux City-Yankton; WOL, Washington, and principal stockholder of WCOP, Boston. Represented nationally by The Katz Agency. Executive Officers: Gardner Cowles, president; John Cowles, chairman of the board and vice president; James S. Milloy, vice president; T. A. M. Craven, vice president; Craig Lawrence, vice president and general manager, WCOP; Luther L. Hill, vice president and general manager; Phillip R. Hoffman, vice president and general manager, WOL; Robert Dillon, vice president and general manager, KRNT; Robert R. Tincher, vice president and general manager, WNAX; Carl T. Koester, treasurer; Karl R. Haase, asst. treasurer; D. C. Peterson, asst. treasurer; Vincent Starzinger, secretary; Arthur T. Gormley, asst. secretary.

JAMES M. COX STATIONS—WSB, WSB-FM, WSB-TV, Atlanta; WIOD, WIOD-FM, Miami; WHIO, WHIO-FM, WHIO-TV, Dayton. Headquarters: WSB. James M. Cox Jr., vice president; J. Leonard Reinsch, manager of radio.

ED CRANEY STATIONS—KXLF, Butte, Mont.; KXL, Portland, Ore.; KXLY, Spokane, Wash. (Craney only); KXLJ, Helena, Mont. (Craney only); KXLQ, Bozeman, Mont.; KXLE, Ellensburg, Wash.; KXLL, Missoula, Mont.

CURTIS RADIOCASTING CORP. STATIONS—WGBF, Evansville, Ind.; WBOW, Terre Haute, Ind.; WTMV, East St. Louis.

DON LEE BROADCASTING SYSTEM—Owned and managed stations: KHJ, Los Angeles; KFRC, San Francisco; KGB, San Diego; KDB, Santa Barbara; KHJ-FM and KTSL (W6XAO) (TV), Hollywood. President and general manager, Lewis Allen Weiss, 1313 N. Vine St., Hollywood 28.

EWING STATIONS—WGRM, Greenwood; WJXN Jackson; WMIS, Natchez and WVIM, Vicksburg, all in Mississippi.

FORT INDUSTRY CO. STATIONS (George B. Storer, president; J. Harold Ryan, senior vice president)—WSPD, WSPD-FM, WSPD-TV, Toledo; WWVA, WWVA-FM, Wheeling, W. Va.; WMMN, Fairmont, W. Va.; WLOK, WLOK-FM, Lima, O.; WAGA, WAGA-FM, WAGA-TV, Atlanta; WGBS, WGBS-FM, Miami; WJBK, WJBK-FM, WJBK-TV, Detroit. Headquarters: New Center Bldg., Detroit. Lee B. Wailes, vice president in charge of operations; Glenn G. Boundy, chief engineer; B. C. Prestler, executive secretary. New York Office: 527 Lexington Ave. Tom Barker, manager.

MARSHALL FIELD STATIONS (Field Enterprises Inc.)—WJJD, Chicago; WSAI, Cincinnati; KOIN, Portland, Ore.; KJR, Seattle. Headquarters: 211 W. Wacker Dr., Chicago. Marshall Field 3d, president; Howard Lane, vice president in charge of radio. Nationally represented by Avery-Knodel Inc.

THE FRIENDLY GROUP—WSTV, Steubenville, O.; WFPG, Atlantic City; WPIT, Pittsburgh; WKNY, Kingston, N. Y.; WBMS, Boston, Mass., and their FM affiliates. John J. Laux, managing director.

GANNETT NEWSPAPERS STATIONS—WHEC, Rochester; WENY, Elmira, N. Y.; WHDL, Olean, N. Y. (minority); WTHT, Hartford; WDAN, Danville, Ill.; WABY, Albany, N. Y. All holdings through newspapers.

WITHERS GAVIN STATIONS—WJQS, Jackson; WMBC, Macon, and WCOC, Meridian, all in Mississippi.

GENERAL TIRE & RUBBER CO. STATIONS—WNAC, Boston; WAAB, Worcester; WEAN, Providence; WICC, Bridgeport; WONS, Hartford; WMTW, Portland, Me. President: William F. O'Neil. Chairman of the Board: John Shepard 3d. Executive Vice President: Linus Travers. [See Yankee Network regional listing.]

GILA BCSTG. CO. STATIONS—Comprising KCKY Coolidge, KWJB Globe and KGLC Safford. All in Arizona. Lewis F. Long, president.

GRANITE STATE BROADCASTING CO.—WKBR, WKBR-FM, Manchester; WTSV, WTSV-FM, Claremont. Headquarters: 155 Front St., Manchester. W. J. Barkley, president; H. Scott Killgore, vice president; W. F. Rust Jr., treasurer.

HEARST RADIO INC.—Licensee of WBAL, WBAL-TV, Baltimore; WISN, WISN-FM, Milwaukee. Headquarters: 959 Eighth Ave., New York 19. E. M. Stoer, vice president and general manager. WCAE Inc., licensee of WCAE and WCAE-FM, Pittsburgh, operated separately. Leonard Kapner, president.

OSCAR C. HIRSCH STATIONS—WKRO Cairo, Ill.; KFVS Cape Girardeau, Mo.; KFMO Flat River, Mo.

GENE A. HOWE-T. E. SNOWDEN STATIONS—KGNC, Amarillo; KFYO, Lubbock; KTSA, San Antonio; KRGV, Weslaco, Tex. O. L. Taylor, executive general manager.

IMES STATIONS—WCBI, Columbus; WMOX, Meridian, and WELO, Tupelo, WNAG, Grenada, all in Mississippi and owned by Birney Imes Jr. Birney Imes Sr. is licensee of WROX, Clarksdale, Miss.

INLAND BROADCASTING CO. STATIONS—KBON, KBON-FM Omaha; KOLN Lincoln; KORN Fremont, all in Nebraska. Headquarters: Saunders-Kennedy Bldg., Omaha. Tel.: Jackson 8282. John K. Morrison, president; Paul R. Fry, vice president & general manager.

INLAND RADIO INC. STATIONS—KBKR, Baker, KLBM, LaGrande, and KSRV, Ontario, all in Oregon. Principal owner: Lee W. Jacobs, president. Headquarters: KBKR, Baker, Ore.

INTERMOUNTAIN BROADCASTING CO.—KVSP, Artesia, N. M.; KVER Albuquerque and KYLE Alamogordo, N. M.

PIERCE E. LACKEY STATIONS—WPAD, Paducah, Ky.; WHOP, Hopkinsville, Ky.; WSON, Henderson, Ky.; WCIF, Madisonville, Ky.; WKTM, Mayfield, Ky. (part-ownership). Also WPAD-FM, WSON-FM, and WHOP-FM.

J. G. LONG STATIONS—KIOX Bay City, KVIC Victoria, KSAM Huntsville, and KTLW Texas City, all in Texas. J. F. Long, son of J. G. Long, is partner in KNET Palestine, Tex. (fourth member of the Long Texas Group, a package unit).

JOHN J. LOUIS STATIONS—KTAR, Phoenix, Ariz.; KVOA, Tucson, Ariz.; KYUM, Yuma, Ariz.; KYCA, Prescott, Ariz. Dick Lewis, general manager.

McCLATCHY BROADCASTING CO. STATIONS—Stations owned by McClatchy Newspapers: KFBK, KFBK-FM, Sacramento; KMJ, Fresno; KWG, Stockton; KERN, Bakersfield; KBEE(FM), Modesto; KOH, Reno, Nev. Headquarters: McClatchy Broadcasting Co., Sacramento. President: Eleanor McClatchy.

McCLUNG STATIONS of California—KHSL, KVCI (FM), Chico; KYOS, KVME (FM), Merced; KVCV, KVRE (FM), Redding.

THE ART MOSBY STATIONS—KGVO, Missoula; KANA, Butte and KGFM, Great Falls. All in Montana.

MORGAN MURPHY-WALTER C. BRIDGES STATIONS—WEBC, Duluth; WMFG, Hibbing, Minn.; WHLB, Virginia, Minn.; WEAU, Eau Claire, Wis; WISC, Madison, Wis. Mr. Murphy also has an interest in KVOL, Lafayette, La. Mr. Bridges has interest in WJMC, Rice Lake, Wis.

NBC OWNED AND OPERATED STATIONS—WNBC, WNBC-FM, WNBT (TV), New York; WRC, WRC-FM, WNBW (TV), Washington; WMAQ, WMAQ-FM, WNBQ (TV), Chicago; WTAM, WTAM-FM, WNBK (TV), Cleveland; KNBC, KNBC-FM, San Francisco; KOA, KOA-FM, Denver; KNBH (TV), Hollywood. All members of NBC networks; all represented nationally by NBC Spot Sales.

THE NUNN STATIONS—WLAP, Lexington, Ky.; WCMI, Ashland, Ky.; KFDA, Amarillo, Tex.; WBIR, Knoxville, Tenn.; WMOB, Mobile, Ala. Headquarters: Radio Bldg., Lexington, Ky. J. Lindsay Nunn, chairman of the Board; Gilmore N. Nunn, president and general manager; John G. Ballard, national sales director; Sanford Helt, chief engineer; G. Don Bowie, treasurer. Represented nationally by John E. Pearson Co. and The Branham Co.

OKLAHOMA PUBLISHING CO. STATIONS (E. K. Gaylord, et al)—WKY, Oklahoma City; KLZ, Denver and KVOR, Colorado Springs (owned by stockholders of Oklahoma Publishing Co.). Nationally represented by The Katz Agency.

JAMES H. OTTAWAY STATIONS—WENE, WENE-FM, Endicott, N. Y.; WDOS, WDOS-FM, Oneonta, N. Y.; WVPO Stroudsburg, Penna.

JOHN H. PERRY STATIONS—WCOA, Pensacola, Fla.; WJHP, Jacksonville, Fla.; WTMC, Ocala, Fla.; WDLP, Panama City, Fla.

RAHALL STATIONS—WKAP, Allentown, Pa.; WNAR, Norristown, Pa.; WWNR, Beckley, W. Va.; N. Joe Rahall, president.

GEORGE A. RICHARDS STATIONS—WJR, Detroit; WGAR, Cleveland; KMPC, Los Angeles. (Stock in WJR publicly held.)

ADELINE B. RINES STATIONS—WCSH, Portland, Me.; WRDO, Augusta, Me.; WLBZ, Bangor, Me.

DORRANCE D. RODERICK—Owns KSIL, Silver City, N. M.; holds 83% of KROD, El Paso, Tex., and 54% of KOSA, Odessa, Tex.

ROUNSAVILLE STATIONS — Comprising WBAC, Cleveland; WBEJ, Elizabethton; WGRV, Greenville; WKSR, Pulaski, all in Tennessee, and WQXI, Buckhead-Atlanta, Ga. Available on package basis. Information available from R. W. Rounsaville at WBAC.

SCRIPPS-HOWARD GROUP—Scripps-Howard Radio Inc. is licensee of WCPO, Cincinnati, and WNOX, Knoxville, WEWS-TV and WEWS-FM, Cleveland. It holds construction permits for WCPO-FM, and WCPO-TV, Cincinnati; WNOX-FM, Knoxville, and WVNA-FM, Indianapolis. Memphis Publishing Co. is licensee of WMC, WMC-FM, WMC-TV, Memphis, operated separately. Officials: Jack R. Howard, 230 Park Ave., New York, president; James C. Hanrahan, vice president and general manager, WEWS-TV, WEWS-FM; Richard Westergaard, vice president and general manager, WNOX, WNOX-FM; Mortimer C. Watters, vice president and general manager, WCPO, WCPO-FM, WCPO-TV.

STEINMAN STATIONS (see listing under Regional Networks, page —)

DOROTHY S. THACKREY STATIONS—WLIB New York; KLAC Los Angeles; KYA San Francisco.

UPPER MICHIGAN-WISCONSIN BCSTG. CO.—WJMS Ironwood, Mich.; WATW Ashland, Wis.; WIKB Iron Mountain, Mich. Wm. L. Johnson, president; J. W. Huss, vice president and general manager.

WM. J. WAGNER STATIONS—KFQD, Anchorage; KFRB, Fairbanks; KINY, Juneau; KTKN, Ketchikan and KIBH, Seward, all in Alaska.

WESTINGHOUSE RADIO STATIONS Inc.—Operating WBZ, WBZ-FM, WBZ-TV, Boston; WBZA, WBZA-FM, Springfield, Mass; WBOS, Boston (International); KDKA, KDKA-FM, Pittsburgh; KYW, KYW-FM, Philadelphia; WOWO, WOWO-FM, Fort Wayne; KEX, KEX-FM, Portland, Ore. A subsidiary of Westinghouse Electric Corp. Headquarters: 1619 Walnut St., Philadelphia 3. Telephone: Rittenhouse 6-6870. Officers: Walter Evans, president; J. B. Conley, general manager; B. A. McDonald, sales manager; W. B. McGill, advertising manager; Gordon Hawkins, program and educational director; C. M. Meehan, director of public relations; L. R. Rawlins, industrial relations manager; I. C. Ruby, auditor. **Washington Office**: Commonwealth Bldg. Tel.: National 8850. Ralph N. Harmon, engineering manager; George E. Hagerty, assist. engineering manager; D. A. Myer, technical-field director; John W. Steen, legal representative; F. P. Nelson, Washington representative.

REGIONAL NETWORKS OF THE UNITED STATES

ALABAMA STATE GROUP—Comprising WOOB Anniston, WTBF Troy, WMFT Florence, WFUN Huntsville, WGAD Gadsden, WKUL Cullman, WTBC Tuscaloosa, WVOK Birmingham, WXAL Demopolis, WMGY Montgomery, WJHO Opelika, WKAB Mobile, WEBJ Brewton, WDIG Dothan and WWWB Jasper. Office: Bankhead-Long Bldg., Jasper, Ala. Tel.: 100. James E. Reese, manager of operations.

THE ALOHA NETWORK—Comprising KIPA Hilo; KTOH Lihue; KHON Honolulu and KMVI Wailuku. Headquarters: P. O. Box 1380, Honolulu 42. Tel.: 9-5295. A. H. Green, general manager. Represented by John Blair & Co.

ARIZONA BROADCASTING SYSTEM—Comprising KTAR, Phoenix; KVOA, Tucson; KYUM, Yuma; KGLU, Safford; KWJB, Globe; KYCA, Prescott; KAWT, Douglas. Executive officers: R. B. Williams, KVOA, president; Dick Lewis, KTAR, manager; Bill Harvey, KTAR, commercial manager; J. Howard Pyle, KTAR, program manager; Fred Gerletti, KVOA, promotion manager; John Snow, KTAR, news editor. Represented nationally by Paul H. Raymer Co.

ARIZONA NETWORK—Comprising KOY, Phoenix; KTUC, Tucson; KSUN, Lowell. Available as a regional network. Represented nationally by John Blair & Co. Executive officers: Albert Johnson, KOY; Lee Little, KTUC; Carl Morris, KSUN; John L. Hogg, KOY, commercial manager.

ARKANSAS NETWORK—Comprising KARK Little Rock and all other stations in the State of Arkansas. Two or more stations may be used; one or more outlets in cities with multiple stations. Costs are combined station time and line charge.

ARROWHEAD NETWORK—Comprising WEBC, Duluth, Minn.; WMFG, Hibbing, Minn.; WHLD, Virginia, Minn.; WEAU, Eau Claire, Wis.; WJMC, Rice Lake, Wis.; WISC, Madison, Wis. Available as a hookup. Represented nationally by George P. Hollingbery Co. Headquarters: WEBC Bldg., Duluth 2, Minn. Executive officers: Walter C. Bridges, WEBC, manager; H. E. Westmoreland, director of operations.

PAUL BUNYON NETWORK—Michigan regional network comprising WTCM, Travese City; WATT, Cadillac; WATZ Alpena; WMBN, Petoskey. Headquarters: WTCM. Les Biederman, president and gen. mgr.

CALIFORNIA RURAL NETWORK—Comprising KPRO Riverside; KROP, Brawley; KREO, Indio; KUCB, Blythe; KPOR-FM, San Bernardino and Riverside; Supplements: KICO, Calexico; KPAS, Banning, KVOE Santa Ana; KFVD, Los Angeles; KPMO, Pomona; KSFE, Needles; KUSN, San Diego. Office: 3401 Russell St., Riverside. W. L. Gleason, president and general manager. Represented by John E. Pearson Co.

COLUMBINE NETWORK—Comprising KMYR Denver, KCOL Fort Collins, KBOL Boulder, KYOU Greeley, KRDO Colorado Springs. All in Colorado. Headquarters: 1626 Stout St., Denver. Albert G. Myers, general manager; Joseph C. McGrane, program director; Ben Bezoff, commercial manager.

CONNECTICUT STATE NETWORK—Regional network comprising WSTC, Stamford; WNAB, Bridgeport; WTHT, Hartford; WNHC, New Haven; WNLC, New London; WATR, Waterbury; WTOR Torrington. Headquarters: WTHT. C. Glover DeLaney, president

CORN BELT WIRELESS REBROADCASTING SERVICE—This is a service for rebroadcasting WHO studio programs without the use of lines during daytime hours by other stations located within 225 miles of Des Moines. Basic stations are WHO, Des Moines; WOC, Davenport, and KMA, Shenandoah. Rate is a combination of the spot broadcasting rate of each station used without any charge for lines. Contracts are made direct with individual stations as this is not an organized network but provides for exchange of programs and intensive regional coverage. Paul A. Loyet, WHO, resident manager; Harold W. Fulton, WHO, sales manager. National representatives: Free & Peters Inc.

DAIRYLAND NETWORK—Comprising WTCN, Mnpls.-St. Paul; KATE, Albert Lea; KWLM, Wilmar, and KWNO, Winona. All in Minnesota. Headquarters: Wesley Temple Bldg., Minneapolis 4. Telephone: Main 6562.

DIXIE NETWORK—Comprising KATL Houston, KREL Baytown, KOGT Orange, KRIC Beaumont, KOLE Port Arthur. All in Texas. Headquarters: State National Bldg., Houston 2. S. Vratis, president; Robert Bush, vice president; King H. Robinson, secretary-treasurer.

DON LEE BROADCASTING SYSTEM—Southern California; KHJ, Los Angeles; KGB, San Diego; KDB, Santa Barbara; KFXM, San Bernardino; KAFY, Bakersfield; KCOK, Tulare-Visalia; KVOE, Santa Ana; KXO, El Centro; KVEC, San Luis Obispo; KPRL, Paso Robles. Northern California; KFRC, San Francisco; KMYC, Marysville; KSBW, Salinas-Monterey; KIEM, Eureka; KHSL, Chico; KVCV, Redding; KYNO, Fresno; KYOS, Merced; KXOA, Sacramento; KXOB, Stockton. Northwest (Oregon); KPOJ, Portland; KRNR, Rosenburg; KFJI, Klamath Falls; KORE, Eugene; KOOS, Coos Bay; KAST, Astoria; KUIN, Grants Pass; KWIL, Albany; KBND, Bend; KSLM, Salem. Northwest (Washington); KVI, Seattle-Tacoma; KYAK, Yakima; KXRO, Aberdeen; KPUG, Bellingham; KGY, Olympia; KELA, Centralia; KRKO, Everett; KWLK, Longview; KNEW, Spokane; KUJ, Walla Walla; KWAL, Wallace, Ida.; KRLC Lewiston, Ida.; KVNI, Coeur d'Alene Ida.; KATO, Reno, Nev. Represented nationally by John Blair & Co. Headquarters: KHJ, Los Angeles. Executive officers: Lewis Allen Weiss, president and general manager; Sydney Gaynor, general sales manager.

GEM STATE NETWORK—Comprising KGEM Boise; KBIO Burley; KIFI Idaho Falls; KEIO Pocatello and KLIX Twin Falls. All in Idaho.

GEORGIA ASSN. OF LOCAL STATIONS— 28 station regional network with WGLS Atlanta-Decatur as originating station. WDEC Americus; WGAU, Athens; WLBB, Carrollton; WBHF, Cartersville; WGGA, Cedartown; WMJM, Cordele; WMOC, Covington; WBLJ, Dalton; WMLT, Dublin; WKEU, Griffin; WFOM, Rome; WFRP, Savannah; WWNS, Statesboro; WWGS, Tifton; WLET, Toccoa; WRQN, Vidalia; WAYX, Waycross; WRLD, West Point; WMVG, Milledgeville; WMGA Moultrie; WROM Rome; WDWD Dawson; WMLT Dublin; WBHB Fitgerald; WDUN Gainesville; WSFT Thomaston; WKTG Thomasville. Headquarters: WGLS Atlanta. Tom Carr, sales director.

GEORGIA MAJOR MARKET TRIO—Comprising WAGA, Atlanta; WTOC, Savannah; WMAZ, Macon. Available individually and in group. National Representatives: The Katz Agency Inc.

THE GEORGIA QUARTET—Comprising WGST Atlanta; WRDW Augusta; WSAV Savannah; WRBL Columbus. Headquarters: Forsyth Bldg., Atlanta. Represented by George P. Hollingbery Co.

GRANITE STATE NETWORK—Comprising WOTW Nashua, WMOU Berlin, WKBR Manchester, WWNH Rochester, WTSV Claremont WLNH Laconia. All in New Hampshire. Headquarters: 155 Front St., Manchester. Arthur A. Newcomb, WOTW, president; Warren Brewster, WLNH, vice president; William Rust Jr., WKBR, treasurer; Al Malin, secretary.

GREAT NORTHERN BCSTG. SYSTEM—Comprising KVOX, Moorhead, Minn.; KWLM Wilmar, Minn.; KMHL Marshall, Minn.; KGDE Fergus Falls, Minn.; KLPM, Minot, N.D.; KABR, Aberdeen, S.D.; KGCU, Mandan, N.D.; KOVC, Valley City, N.D.; KDLR, Devils Lake, N.D.; KGCX, Sidney, Mont.; KDHL Faribault, Minn.; KNOX Grand Forks, N.D. Head-Quarters: National Bldg., Minneapolis. A. A. Fahy, president & gen. mgr.

GREAT WEST NETWORK—Comprising KVER Albuquerque; KSVP, Artesia, New Mexico. Headquarters: 317 N. Broadway, Albuquerque. William T. Kemp, gen. mgr.

INTERMOUNTAIN NETWORK—Utah Group: KALL, Salt Lake City; KLO, Ogden; KOVO, Provo; KVNU, Logan; KOAL, Price; KSVC Richfield; KSUB Cedar City. Idaho Group: KEYY, Pocatello; KID, Idaho Falls; KVMV, Twin Falls: KFXD, Nampa-Boise; KFXD-FM, Nampa-Boise. Wyoming Group: KVRS, Rock Springs; KDFN, Casper; KPOW, Powell; KWYO, Sheridan; KOWB Laramie. Montana Group: KBMY, Billings; KRJF, Miles City; KMON, Nevada Group: KRAM, Las Vegas. Great Falls: Main office: 248 S. Main St., Salt Lake City. Officers: George C. Hatch, president and general manager; Lynn L. Meyer, vice president in charge of sales; Alvin G. Pack, vice president in charge of operations; Craig Rogers, program director; D'Orr Couzzens, director of engineering; Alma Clark, promotion director.

IOWA TALL CORN NETWORK—An Iowa network comprising KCRI Cedar Rapids; KROS, Clinton; KSWI, Council Bluffs; KSIB, Creston; KSTT Davenport; KDEC, Decorah; KWDM, Des Moines; KDTH, Dubuque; KVFD, Fort Dodge; KOKX, Keokuk; KFJB, Marshalltown; KWPC, Muscatine; KTRI, Sioux City; KICD, Spencer; KAYX, Waterloo. Operating committee managers of the member stations: Hugh Norman, Morgan Sexton, William Ware, E. M. Horning, William Croker, Robert L. Webber, K. S. Gordon, Edward Breen, George Adkisson, Paul Millen, George Volger, Dietrich Dirks, Ben Sanders, Al Triggs. Manager and central area representative: George W. Webber, 407 Fifth Ave., Des Moines. National representative for network and individual stations: J. P. McKinney & Son.

LONE STAR CHAIN—Texas regional network comprising WBAP Fort Worth, KTBC, Austin, KTSA San Antonio, KXYZ, Houston, KROD, El Paso, KTXL, San Angelo, KWKC, Abilene, KOSA, Odessa, KFDM, Beaumont, KRGV, Weslaco, KEYS, Corpus Christi, KTRE Lufkin, KTBB Tyler, KGNC, Amarillo, KFYO, Lubbock, KFDX Wichita Falls. Headquarters: Construction Bldg., Dallas 1. Tel.: Riverside 5663. Harold V. Hough, president; Fred J. Nahas, vice president; O. L. (Ted) Taylor, secretary-treasuer; Clyde B. Melville, manager.

LONG TEXAS GROUP—Comprising KIOX, Bay City; KVIC, Victoria; KSAM, Huntsville; KNET, Palestine and KTLW, Texas City. All in Texas and available as a package group. J G. Long, managing director.

MAINE BROADCASTING SYSTEM — Comprising WCSH, Portland; WLBZ, Bangor; WRDO, Augusta. William Rines, WCSH, Manager. Represented by Weed & Co. and Bertha Bannan.

McCLATCHY BEELINE—Comprising KFBK, KFBK-FM, Sacramento; KMJ Fresno, KWG Stockton, KERN & KERN-FM Bakersfield, KOH Reno, Nev. and KBEE (FM) Modesto. Headquarters: 911 Seventh St., Sacramento, Calif. Eleanor McClatchy, president; Leo O. Ricketts, sales director.

THE MICHIGAN FM NETWORK—Comprising WELL-FM Battle Creek; WHFB-FM Benton Harbor; WMUS-FM Muskegon; WGRD Grand Rapids; WMLN-FM Mt. Clemens; WAJL-FM Flint; WOAP-FM Owosso; WFFW Wyandotte; WTTH-FM Port Huron; WKNX Saginaw; WBCK Battle Creek and WILS Lansing. Headquarters: Hutzel Bldg., Ann Arbor, Mich. Edward F. Baughn, executive.

MICHIGAN RADIO NETWORK—Comprising WXYZ, Detroit (key station); WBCM, Bay City; WFDF, Flint; WJIM, Lansing; WIBM, Jackson; WELL, Battle Creek; WLAV, Grand Rapids; WSOO, Sault Ste. Marie; WKBZ, Muskegon; WKLA Ludington; WGFG Kalamazoo; WHRV, Ann Arbor. Available as a regional network and also sold as a unit of ABC Network. Headquarters: Stroh Bldg., Detroit. Executives: James G. Riddell, general manager.

THE MID SOUTH NETWORK—Comprising WCBI Columbus, WELO Tupelo, WMOX, WMOX-FM Meridian, WROX Clarksdale, WNAG Grenada, WROB West Point, WSSO Starkville. All in Mississippi. Headquarters: WCBI Columbus. Bob McRaney, general manager.

MIDWEST FM NETWORK—Comprising WIKY-FM Evansville, Ind.; WCSI Columbus, Ind.; WXLW-FM Indianapolis; WFTW-FM, Fort Wayne; WCTS, Cincinnati, Ind.; WFAM, LaFayette, Ind.; WEAW Evanston, Ill.

(Continued)

SIX OUTSTANDING PROFIT BUYS . . .

PENNSYLVANIA
WEST
WRAW
WKBO
EASTON
READING
HARRISBURG
WORK
WGAL
WDEL
YORK
LANCASTER
WILMINGTON
MARYLAND
DEL.
N.J.

WDEL
Wilmington, Del.

WGAL
Lancaster, Pa.

WKBO
Harrisburg, Pa.

WRAW
Reading, Pa.

WORK
York, Pa.

WEST
Easton, Pa.

More and more advertisers are finding that these stations offer rich sales opportunities. All six markets are consistently prosperous because of industrial diversity and advantageous locations. Write for information.

Represented by

ROBERT MEEKER ASSOCIATES

New York Los Angeles
Chicago San Francisco

STEINMAN STATIONS

NBC AFFILIATES

REGIONAL NETWORKS OF THE UNITED STATES

(Continued)

NEW ENGLAND MAJOR MARKETS GROUP—Comprising WLAW, Lawrence, Mass.; WPRO, Providence; WDRC Hartford; WTAG, Worcester, Mass.; WGAN, Portland, Me.; WGUY, Bangor, Me. Fred C. Brokaw, executive secretary. Represented by Paul H. Raymer Co.

NEW ENGLAND REGIONAL NETWORK—Special regional network of NBC-affiliated stations, comprising WTIC, Hartford; WBZ, Boston; WJAR, Providence; WCSH, Portland; WLBZ, Bangor; WRDO, Augusta Me. Directors: Paul W. Morency, WTIC, chairman; J. B. Conley, Westinghouse Radio Stations; John J. Boyle, WJAR; William E. Rines, WCSH. Operations Director: Paul W. Morency. Represented nationally by Weed & Co.

NORTHWEST NETWORK—Comprising KSTP, St. Paul; KROC, Rochester, Minn.; KYSM, Mankato, Minn.; KFAM, St. Cloud, Minn.; WEAU, Eau Claire, Wis.; WDAY, Fargo, N.D.; KFYR, Bismarck, N. D.; WEBC, Duluth, Minn.; WMFG, Hibbing, Minn.; WHLB, Virginia, Minn.; WJMC, Rice Lake, Wis. Headquarters: KSTP, St. Paul Hotel, St. Paul. Sales Office, KSTP, Minneapolis-St. Paul. Officials: Stanley E. Hubbard, general manager; Kenneth M. Hance, treasurer; Miller Robertson, sales manager.

OKLAHOMA GROUP BROADCASTERS—Comprising KOCY, Oklahoma City, KAKC, Tulsa, KCRC, Enid, KSWO, Lawton, KVSO, Ardmore, WBBZ, Ponca City, KWON, Bartlesville and KMUS, Muskogee; KSMI, Seminole, KSPI, Stillwater, KSEO, Durant, KWCO, Chickasha, KWHW, Altus and KHBG, Okmulgee, all in Oklahoma. Headquarters: KOCY, Oklahoma City. M. H. Bonebrake, general manager. Represented by The Walker Co.

OKLAHOMA NETWORK—Comprising KTOK, Oklahoma City; KOME, Tulsa; KCRC, Enid; KBIX, Muskogee; KGFF, Shawnee; KADA, Ada; KVSO, Ardmore; KTMC, McAlester; KSWO, Lawton. All stations affiliated with American Network. Available as a regional network. Headquarters: APCO Tower, Oklahoma City. Managing Director: Robert D. Enoch, KTOK. Represented nationally by Taylor-Boroff Inc.

THE OREGON TRAIL NETWORK—Owned and operated by Inland Radio Inc. KSRV Ontario, KBKR Baker and KLBM LaGrande. Lee W. Jacobs, general manager.

QUAKER NETWORK—Pennsylvania regional hookup comprising WFIL, Philadelphia; WRAW, Reading; WSAN, Allentown; WEST, Easton; WORK, York, WAZL, Hazleton; WGAL, Lancaster, WGBI, Scranton; WBRE, Wilkes-Barre; WKBO, Harrisburg; WKOK, Sunbury; WRAK, Williamsport; WFBG Altoona; WJAC, Johnstown; WLEU, Erie; WWSW, Pittsburgh; WKST, New Castle. Operates as network or split as desired. Other cities available on order. Headquarters; WFIL, Philadelphia. General Manager: Roger W. Clipp; Sales Manager: John E. Surrick.

RADIO NETWORK OF ARIZONA—Comprising KOOL Phoenix, KCNA, Tucson, KCKY, Coolidge, KNOG, Nogales. Charles H. Garland, general manager; Miles Reed, sales manager.

REBEL NETWORK—Mississippi regional network comprising WJDX, Jackson; WAML, Laurel; WFOR, Hattiesburg; WJPR, Greenville; WTOK, Meridian; WGCM, Gulfport. Frank Gentry, business manager.

RURAL RADIO NETWORK—Owns and operates WFNF, Wethersfield; WVBT, Bristol Center; WVFC, Ithaca; WVCN, DeRuyter; WVCV, Cherry Valley; WVBN, Turin; WGHF (FM), New York; WSLB-FM, Ogdensburg. All in New York. WKNB-FM, Hartford, Conn. and WACE-FM, Springfield, Mass. Headquarters: 118 N. Tioga St., Ithaca, N.Y. R. Bruce Gervan, general manager.

SOUTH CENTRAL QUALITY NETWORK—Regional network comprising WMC, Memphis; KARK, Little Rock; KWKH, Shreveport; WJDX, Jackson, Miss.; WSMB, New Orleans. Special hookup of any or all available at combined national rates of each station, plus line charges. Headquarters, each station.

SOUTHWEST NETWORK—Comprising KROD, El Paso; KAVE, Carlsbad, N. M.; KSIL Silver City, N.M.; KOSA, Odessa; KIUN, Pecos, Tex.; KVKM, Monahams, Tex.; KVLF, Alpine, Tex.; KGFL, Roswell, N.M.; KWEW, Hobbs, N.M. Headquarters: KROD, El Paso. Dorrance D. Roderick, president; Val Lawrence, managing director.

THE STANDARD NETWORK—Comprising WJW, Cleveland (originating station), WATG (FM), Ashland; WTFM (FM), Tiffin; WCMW, WCMW-FM, Canton; WFRO (FM), Fremont; WFOB (FM), Fostoria; WFIN, WFIN-FM, Findlay; WCLT (FM), Newark; WTNS, WTNS-FM, Coshocton; WWST, WWST-FM, Wooster; WIMA, WIMA-FM, Lima; WLIO, East Liverpool; WLEC, Sandusky; WFAH (FM), Alliance and WVKO (FM), Columbus. All in Ohio.

STEINMAN STATIONS (Mason Dixon Radio Group)—Regional group comprising WDEL, Wilmington, Del.; WORK, York, Pa.; WGAL, Lancaster, Pa.; WRAW, Reading, Pa.; WEST, Easton, Pa.; WKBO, Harrisburg, Pa. Represented nationally by Robert Meeker Assoc. Headquarters: WGAL, Lancaster. General Manager: Clair R. McCollough.

TEXAS BROADCASTING SYSTEM (TBS)—Regional network comprising KRLD, Dallas; KABC, San Antonio and KTRH, Houston. Headquarters: Adolphus Hotel, Dallas. Clyde W. Rembert, general manager.

TEXAS QUALITY NETWORK—Comprising WFAA, Dallas; WOAI, San Antonio; KPRC, Houston. Associated stations: KRIS, Corpus Christi; KRGV, Brownsville, Tex.; KTBS, Shreveport, La. Available as a cooperative regional network. Represented nationally by Edward Petry & Co. Headquarters: Any station, each acting as sales office. Directors: Martin Campbell, WFAA; Hugh A. L. Halff, WOAI; Jack Harris, KPRC.

TEXAS STATE NETWORK—Regional network comprising KFJZ, Fort Worth; WRR, Dallas; KABC, San Antonio; KBST, Big Spring; KGKL, San Angelo; KRBC, Abilene; KPLT, Paris; KRRV, Sherman; KCMC, Texarkana; WACO, Waco; KNOW, Austin; KFRO, Longview; KBWD, Brownwood; KMAC, San Antonio; KCRS; Midland; KGVL, Greenville; KMHT, Marshall; KTHT, Houston. Gene L. Cagle, president. Headquarters: 1201 W. Lancaster, Fort Worth 1.

THE TOBACCO NETWORK INC.—Regional North Carolina network comprising WRAL, Raleigh; WTIK, Durham; WFNC, Fayetteville; WGBR, Goldsboro; WGTC, Greenville; WHIT, New Bern; WJNC, Jacksonville; WGNI, Wilmington. Executives: Louis N. Howard, WHIT, president; Victor W. Dawson, WFNC, vice president; Fred Fletcher, WRAL, secretary and treasurer; R. K. Scott, general sales manager & chairman program commitee. Headquarters: Box 1988, Raleigh, N. C. Tel.: 8885. Represented nationally by The Walker Company.

WEST TEXAS TRIO—Comprising KRBC, Abilene; KBST, Big Spring; KGKL, San Angelo.

WEST VIRGINIA GROUP—Comprising WKOY, Bluefield; WCAW, Charleston; WVVW, Fairmont; WHTN, Huntington and WOAY, Oak Hill. Harold B. Shaw, WOAY, Oak Hill, traffic manager. Represented by The Friedenberg Agency.

WEST VIRGINIA NETWORK—Comprising WCHS, Charleston; WSAZ, Huntington. Available as a regional network. Headquarters: WCHS, Charleston. Officials: John A. Kennedy, president; Howard L. Chernoff, managing director. Represented nationally by the Branham Co.

WISCONSIN NETWORK—Network comprising WHBY, Appleton; KFIZ, Fond du Lac; WCLO, Janesville; WIBU, Poynette-Madison; WRJN, Racine; WHBL, Sheboygan; WFHR, Wisconsin Rapids; WJPG, Green Bay; WGEZ, Beloit. Supplementary Stations: WMAM, Marinette; WBIZ, Eau Claire; WJMS, Ironwood, Mich.; WATW, Ashland; WSBR, Superior; WISN, Milwaukee; WKBH, La Crosse; WOSH, Oshkosh; WJMC, Rice Lake; WOBT, Rhinelander; WATK, Antigo. Main office: Wisconsin Rapids. George T. Frechette, managing director.

WOLVERINE NETWORK INC.—Regional network comprising WFUR, Grand Rapids; WKBZ, Muskegon; WKLA, Ludington; WATT, Cadillac; WTCM, Traverse City; WDBC, Escanaba; WDMJ, Marquette; WIKB, Iron Mountain; WMAM, Marinette; WJMS, Ironwood; WELL, Battle Creek; WIBM, Jackson; WILS, Lansing; WKNX, Saginaw; WWOK, Flint; WJBK, Detroit; WMBN, Petoskey; WATZ, Alpena; WJPD, Ishpening; WHDF, Houghton. Roy C. Kelley, president and manager; J. S. Foster, asst. treasurer and comptroller.

YANKEE NETWORK—Comprising WNAC, Boston; WONS, Hartford, Conn.; WEAN, Providence, R. I.; WWCO, Waterbury, Conn.; WHYN, Holyoke-Springfield, Mass.; WAAB, Worcester, Mass.; WICC, Bridgeport, Conn.; WMTW, Portland, Me.; WLLH, Lowell-Lawrence, Mass.; WSAR, Fall River, Mass.; WJOR, Bangor, Me.; WKBR, Manchester, N. H.; WBRK, Pittsfield, Mass.; WNLC, New London, Conn.; WLNH, Laconia, N. H.; WFAU, Augusta, Me.; WCOU, Lewiston, Me.; WHAI, Greenfield, Mass.; WEIM, Fitchburg, Mass.; WSYB, Rutland, Vt.; WHEB, Portsmouth, N. H.; WDEV, Waterbury, Vt.; WKXL, Concord, N. H.; WTSV, Claremont, N. H. Represented nationally by Edward Petry & Co. Headquarters: 21 Brookline Ave., Boston. Officers: John Shepard 3d, chairman of board; William O'Neill, president; Linus Travers, executive vice president; George W. Steffy, vice president; Tom O'Neil, vice president; William O'Neil, treasurer; Robert F. Ide, assistant treasurer; Frank Knowlton, secretary.

Z-NET—Comprising KXLF, Butte, Mont.; KXLJ, Helena Mont.; KXLQ, Bozeman, Mont.; KXLK, Great Falls, Mont.; KXLL, Missoula, Mont. Available as a hookup. Managing Director: Ed Craney, KXLF.

ZIA NETWORK—Comprising KOAT, Albuquerque; KTRC, Santa Fe; KSWS, Roswell and KGAK Gallup. All in New Mexico with representation by Lorenzen & Thompson Inc.

Non-Commercial Educational FM Broadcast Stations

January 1, 1949

Call Letters	Licensee and Location	Freq. Mcs.	Eff. Radiated Power
KALW	Board of Education of the San Francisco Unified School District, San Francisco, California	91.7	1.5 kw.
KCRW	Santa Monica School Board, Santa Monica, Calif.	89.9	460 w.
KCVN	College of the Pacific, Stockton, Calif.	91.3	2.6 kw.
†KIDE	The Independent School District of the City of El Paso, Texas, El. Paso. Texas	91.7	2.15 kw.
†KOAG-FM	Oklahoma Agricultural and Mechanical College, Stillwater, Oklahoma	91.7	42 kw.
†KOKH	Board of Education of the City of Oklahoma City, State of Oklahoma, Oklahoma City, Okla.	90.1	700 w.
KRVM	School District #4, Lake County, Oregon, Eugene, Oregon.	90.1	400 w.
†KSDS	San Diego Unified School District, San Diego, Calif.	91.7	3.3 kw.
†KSLH	Board of Education of the City of St. Louis, St. Louis, Missouri	91.5	12.5 kw.
KSUI	The State University of Iowa, Iowa City, Iowa	91.7	16.5 kw.
†KTOY	Tacoma School District #10, Tacoma, Wash.	91.7	3 kw.
†KUHF	University of Houston, Houston, Texas	91.7	9.6 kw.
†KUOM-FM	University of Minnesota, Minneapolis, Minn.	91.7	4.4 kw.
KUSC	University of Southern California, Los Angeles, California	91.5	2.9 kw.
KWGS	The University of Tulsa, Tulsa, Oklahoma	90.5	1.1 kw.
WABE	Board of Education of The City of Atlanta, Atlanta, Ga.	90.1	400 w.
WBEZ	Board of Education, City of Chicago, Chicago, Ill.	01.5	15 kw.
WBGO	Board of Education of Newark in the County of Essex, Newark, New Jersey	91.1	2.5 kw.
WBKY	University of Kentucky, Lexington, Kentucky	91.3	2.3 kw.
WBOE	Cleveland City Board of Education (Charles H. Lake, Superintendent), Cleveland, Ohio	90.3	10 kw.
†WCTF	Board of Directors of The Chicago Theological Seminary, Chicago, Illinois	89.9	75 kw.
†WDOM	Providence College, Inc., Providence, R. I.	89.9	3.1 kw.
WDTR	The Board of Education of the City of Detroit, Detroit, Michigan	90.9	2 kw.
WEVR	Veterans Vocational School, Troy, N. Y.	91.3	400 w.
†WFIU	The Trustees of Indiana University, Bloomington, Indiana	90.9	45 kw.
WFUV	Fordham University, New York, N. Y.	90.7	3.5 kw.
WHA-FM	State of Wisconsin—State Radio Council, Madison, Wisconsin	91.5	9.3 kw.
WHAD	State of Wisconsin—State Radio Council, Madison, Wisconsin	90.7	52 kw.
†WHKW	State of Wisconsin—State Radio Council, Madison, Wis.	89.9	34 kw.
†WHSF	State of Wisconsin—State Radio Council, Madison, Wis.	91.3	114 kw.
WIUC	University of Illinois, Urbana, Illinois	91.7	100 w.
†WJUN	JUNTO, Inc., Philadelphia, Pennsylvania	91.7	20 kw.
WKAR-FM	Michigan State College, East Lansing, Michigan	90.5	8.8 kw.
WLSU	Board of Supervisors of the Louisiana State University and Mechanical College, Baton Rouge, La.	91.7	1.8 kw.
†WNAD-FM	State University of Oklahoma, Norman, Okla.	90.9	7 kw.
WNYE	Board of Education, City of New York, Brooklyn, N. Y.	91.5	20 kw.
†WOI-FM	Iowa State College of Agriculture & Mechanic Arts, Ames, Iowa	91.3	8.3 kw.
WPTL	Providence Bible Institute, Providence, R. I.	91.5	2.5 kw.
WSHS	Board of Education, Sewanhaka High School, Floral Park, New York	90.3	350 w.
WSOU	Seton Hall College, South Orange, New Jersey	89.5	250 w.
WTDS	Board of Education, Toledo City School District, Toledo, Ohio	91.3	800 w.
†WTHS	Technical High School, Dade County Board of Public Instruction	91.7	400 w.
†WUOA	The Board of Trustees of the University of Alabama, Tuscaloosa, Alabama	91.7	14.2 kw.
WUOM	The Regents of The University of Michigan, Ann Arbor, Michigan	91.7	13.5 kw.
†WWCH	State Teachers College at West Chester, Pa., West Chester, Pennsylvania	91.3	2.4 kw.

---

†Construction permit.

Directory of 1948

NATIONAL AND REGIONAL RADIO AND TV ADVERTISERS

AND THEIR AGENCIES

United States and Canada

N Network programs
S Spot programs and announcements
R Regional
D-C Dealer Cooperative

Compiled and Copyrighted 1949 by Broadcasting Publications, Inc.

A

AC SPARK PLUG DIV., General Motors Corp., Flint 2, Mich., spark plugs, oil filters, fuel pumps. S. Agency: D. P. Brother & Co., Detroit.

A. M. R. CHEMICAL CO., New York, A. M. R. Lighter Fuel. S. Agency: Diener & Dorskind, Inc., N.Y.

ABBEY'S EFFERVESCENT SALT Co., Toronto (proprietary) S. Agency: Erwin, Wasey & Co., Toronto.

ABELSON'S Inc., N. J. (chain of jewelers & opticians) R. S. Agency: Sawdon Adv. Co., N. Y.

ACME BREWERIES, San Francisco. Agency: Brisacher, Wheeler & Staff, San Francisco.

ACME WHITE LEAD & COLOR WORKS, Detroit, Mich., Lin-X Clear Gloss, self-polishing wax, cream polish, Kem-Tone. N. Agencies: Henri, Hurst & McDonald, Chicago; Holden-Clifford Flint, Inc., Detroit. D-C.

ADAM HAT STORES, N. Y., Adam hats, shirts. N. & S. Agency: Madison Ave. Co. Inc., N. Y.

ADAM HATS, Ltd., Toronto, Canada Agency: MacLaren Adv., Toronto.

ADLER SHOES, New York, Shoes. S. Agency: Emil Mogul Co., N. Y.

ADMIRACION LABS. National Oil Products Co., Harrison, N. J., Admiracion Shampoo, S. Agency: Chas. Dallas Reach Co., Newark.

ADMIRAL CORP., Chicago, Admiral Radios, Television Receivers. N. TV. Agencies: Cruttenden & Eger, Chicago; Kudner Agency, Chicago, D-C.

AFFILIATED PRODUCTS Inc., Toronto, Anacin. S. Agency: Young & Rubicam, Toronto.

ALBERS MILLING Co., Seattle, Flour, Cereal Products. N. Agency: Erwin, Wasey & Co., Seattle.

ALKINE Co., New Brunswick, N. J. Flem-O-Lyn. Agency: Chas. W. Hoyt Co., Inc., N. Y.

ALLEGHENY LUDLUM STEEL Corp., Pittsburgh, Pa., Stainless Steel, tools (electrical). Agency: Walker & Downing, Pittsburgh.

ALLES & FISHER, Boston. J. A. Cigars. R. Agency: L. B. Hawes General Adv. Agency, Boston.

ALLOCK POROUS PLASTER, New York, plaster. S. Agency: Small & Seiffer, N. Y.

ALTA VINEYARDS Co., Fresno, Cal., Alta Wines, Mattei, and St. Charles wines. S. Agency: Carl C. Wakefield Adv., S. F.

ALTES BREWING CO., Detroit Altes Lager Beer. Agency: McCann-Erickson, Detroit.

ALTORFER BROS. Co., Peoria, Ill., ABC Washers and Ironers. S. Agency: Cramer Krasselt, Milwaukee.

ALUMINUM COMPANY OF AMERICA, Pittsburgh. Institutional. N. Agency: Fuller & Smith & Ross, N. Y.

FRED W. AMEND CO., Chicago, Chuckles. S. Agency: Foote, Cone & Belding, Chicago.

AMERICAN BAKERIES, Atlanta, Merita Breads, Cakes, and Crackers. N. Agency: Tucker Wayne & Co., Atlanta.

AMERICAN BIRD PRODUCTS, Chicago Vees Bird Products. N. Agency: Weston-Barnett, Chicago.

AMERICAN BOWLING CONGRESS, Milwaukee. Agency: Bishop & Assoc., L.A.

AMERICAN-BURLINGTON BUSLINES, Inc. S. Agency: Grant Adv., Inc., Chicago.

AMERICAN CHICLE Co., Long Island City, New York, Beemans chewing gum. S. Agencies: Badger, Browning & Hershey. N.Y.; Baker Adv. Agency, Ltd., Toronto.

AMERICAN CHIROPRACTIC ASSN., Los Angeles. S. Agency: Tullis Co., Los Angeles.

AMERICAN CIGARETTE & CIGAR Co., New York, Pall Mall cigarettes. N. Agency: Sullivan, Stauffer, Colwell & Bayles, N. Y.

AMERICAN CYANAMID Co., New York, Pharmaceuticals and Biologicals. N. Agency: Hazard Adv. Co.

AMERICAN DAIRY ASSN., Chicago, dairy products. N. Agency: Campbell-Mithun, Chicago. D-C.

AMERICAN FEDERATION OF LABOR (Entertainment Unions Committee) N. Agency: Furman & Feiner, New York.

AMERICAN HOME PRODUCTS Corp., New York. Anacin, Bisodol & Kolynos, Duff's Ready-to-Bake Mixes. N. TV. Agencies: Dancer-Fitzgerald-Sample, New York; W. Earl Bothwell, Pittsburgh; Ruthrauff & Ryan, New York and Toronto; Sullivan, Stauffer, Colwell & Bayles, New York; Young & Rubicam, N.Y.; Duane Jones Co., New York; McCann-Erickson, New York.

AMERICAN INSTITUTE OF FOOD PRODUCTS Inc., New York, Food Products. S.

AMERICAN IRON & STEEL INSTITUTE, New York. Institutional. N. Agency: Hill & Knowlton, New York.

AMERICAN KITCHEN PRODUCTS, Ozone Park, New York, Noxon Polish. S. Agency: Rose-Martin Inc., New York. D-C.

AMERICAN MEAT INSTITUTE, Chicago. Institutional. N. Agency: Leo Burnett Co., Chicago.

AMERICAN MOTO-SCOOT CO., Chicago. (power scooters) Adv. placed direct.

AMERICAN OIL Co., American Bldg., Baltimore, Amoco, American Gas, N. Agency: Joseph Katz Co., Baltimore.

AMERICAN POULTRY JOURNAL, Chicago. S. Agency: Shaffer, Brennan, Margulis Adv., St. Louis.

AMERICAN PRODUCTS Co., Cincinnati, Jiffy Starch, Swish. S. Agency: Franklin Bruck Corp., New York.

AMERICAN RED CROSS (Joint Sponsorship), Washington, D. C., Service. N. Agency: Cecil & Presbrey, New York.

AMERICAN SAFETY RAZOR Corp., Brooklyn, Gem Razor Blades. N. Agencies: Federal Adv. Agency, New York; Ruthrauff & Ryan, N. Y.; Dorland, Inc., N. Y. (export adv.); F. H. Hayhurst, Ltd., Toronto.

AMERICAN STORES Co., Philadelphia, Foods. S.

AMERICAN TELEPHONE & TELEGRAPH Co., N. Y. N. S. Agency: N. W. Ayer & Son, Phila.

AMERICAN TOBACCO Co., New York, Tobacco. N. TV. Agencies: N. W. Ayer & Son, N. Y.; M. H. Hackett Co., N. Y.; Mather & Crowther Ltd., London (Kensitas cigs.); BBDO, N. Y.

AMERICAN TRANSIT ASSN., New York. N. Agency: Owen-Chappell, New York.

AMERICA'S FUTURE, Inc., New York. Publication. Agency: Gahagan & Turnbull, N. Y.

ELIZABETH AMES INC., New York. Purse atomizers. TV. Agency: Roy-Hirsch Co., N. Y.

AMRED PRODUCTS Co., Omaha, Neb. Extracts, cereals. S. Agency: Buchanan-Thomas, Omaha.

ANCHOR HOCKING GLASS Corp., Lancaster, O., Anchorglass, Fire King, Ovenglass Products. N. Agencies: Wm. H. Weintraub & Co., N.Y.; Griswold-Eshleman Co., Cleveland.

E. O. ANDERSON Co., Santa Monica, Calif., shontex shampoo. Agency: Barton A. Stebbins Adv., Los Angeles.

ANDRESEN-RYAN COFFEE Co., Duluth, Minn. Arco Coffee. S. Agency: Stewart-Taylor Co., Duluth.

ANGOSTURA-WUPERMANN Corp., New York, Angostura Bitters. S. Agencies: Donahue & Coe. N. Y.; Robt. W. Orr & Assoc., N. Y.; Cockfield, Brown & Co. Ltd., Montreal.

AQUATOGS, New York, Rainwear for Women, Misses, and Children. S. Agency: Jack Berman Co., N. Y.

ARABIAN AMERICAN OIL Co. N. Agency: Kudner Agency, N. Y.

K. ARAKELIAN Inc., Madera, Calif. Madeira wines. S. Agencies: Kelso Norman Adv., S.F.; M. J. Jacobs, Inc., N.Y.

ARCO PUBLISHING Co., New York, books. Agency: Maxwell Sackheim & Co., N. Y.

ARDEN FARMS, Los Angeles, dairy products. S. Agencies: Productive Adv., Los Angeles. Allied Adv. Agencies, Los Angeles.

ARMAND Co., Des Moines. Pearls in Wine Lipstick. S. Agency: Ivan Hill Agency, Chicago.

ARMEN Inc., N. Y. (plastic "Keepsake" novelties) S. TV. Agency: Bliss & Marces Inc., N. Y.

ARMOUR & Co., U. S. Yards, Chicago, Treet, canned meats, sausage products, margarine. N. Agency; Foote, Cone & Belding, Chicago.

ARMSTRONG CORK Co., Lancaster, Pa., Armstrong's Quaker Rugs. N. Agency: BBDO, N. Y.

ARVEY CORP., Chicago. R-V-Lite. S. Agency: Burlingame & Grossman, Chicago.

ASSOCIATED DENTAL SUPPLY Co., San Francisco. Tooth paste & powder. R. Agency: Brisacher, Wheeler & Staff.

ASSOCIATED OIL Co., Los Angeles, Gasoline. N. Agency: Buchanan & Co., L. A.

ASSN. OF AMERICAN RAILROADS, Wash., D. C. N. Agency: Benton & Bowles, N. Y.

ATLANTIC BREWING Co., Chicago, Tavern Pale Beer. S. TV. Agency: Grant Adv. Inc. & W. D. Doner & Co., Chi.

ATLANTIS SALES CORP., Rochester (French's instant potatoes). Agencies: J. Walter Thompson Co., N. Y.; Richard A. Foley Adv., Phila.

ATLAS LABORATORIES, Akron, Ohio, I-O-Sal. S. Agency: McDaniel-Fisher & Spelman, Akron.

AUSTIN, NICHOLS Co., Brooklyn, N. Y. (Mouquin Wines). S. Agency: Alfred Lilly Co., N. Y.

AVALON LANE Co., New York, Lasheen, Lashloor, Belador Formula No. 7. S. Agencies: Reuben Barkow, N. Y.; World Wide Traders, Export Agts., N. Y.

B

B-1 BEVERAGE Co., St. Louis, B-1 lime soda, sparkling water. S. Agency: Simmonds & Simmonds, Inc., Chicago.

B. C. ELECTRIC RAILWAY CO., Vancouver (public utility) R. Agency: O'Brien Gourlay Ltd., Vancouver.

B. C. REMEDY Co., Durham, N. C., Headache powders. S. Agencies: Harvey-Massengale Co., Atlanta; Chas. W. Hoyt Co., N. Y.

B. T. BABBITT Inc., New York, Bab-o cleaner, Lycons. N. S. Agencies: Duane Jones Co., New York; Botsford, Constantine & Gardner, S. F.

BABSON BROS. Co., Chicago, Dairy farm equipment. S. Agency: C. C. Fogarty Co., Chicago.

E. B. BADGER & SONS, Boston (chemical engineering) N. S. Agencies: Herbert W. Frank Adv.; N. W. Ayer & Son, Boston.

BALABAN & KATZ Corp., Chicago. S. Agency: M. M. Fisher Assoc., Chicago.

BALIAN ICE CREAM Co., South Gate, Calif. Franilla Ice Cream. S. Agency: Tullis Co., L.A.

BALL BROTHERS Co., Muncie, Ind., Ball Fruit Jars, Caps, Rubbers and Jelly Glasses. Agencies: Applegate Adv., Muncie, Ind.; Vander Co., Chicago.

P. BALLANTINE & SONS, Newark, Beer and Ale. N. TV. Agency: J. Walter Thompson Co., New York.

BALLARD & BALLARD, Louisville, Oven Ready Biscuits, Ballard's Obelisk Flour and other milling products. S. N. Agency: Henri, Hurst & McDonald, Chicago. D-C.

BANK OF AMERICA N. T. & S. A., San Francisco. N. S. Agency: Charles R. Stuart, San Francisco.

BARBASOL Co., Indianapolis, Barbasol. N. Agency: Erwin, Wasey & Co., New York.

H. BARON & CO., Linden, New Jersey (Sundaettes). R. S. Agencies: Samuel Croot Co., N. Y.; Chas. Dallas Reach Co., Newark.

G. BARR & Co., Chicago, Balm Barr Creme Whipped Lotion, Balm Barr Creme Shampoo, N. & S. Agency: H. W. Kastor & Son, Chicago.

BARRON-GRAY PACKING Co., San Jose, Health Vegetable Juice. N. Agency: N. W. Ayer & Son, S. F.

HERMAN BASCH Co., New York, Hammer brand Persian Lamb. S. N. Agency: Kelley-Nason, New York.

BATES FABRICS Inc., N. Y. N. TV. Agency: James P. Sawyer Inc., N. Y.

BATHASWEET Corp., New York, Soap and bath salts. S. Agency: Kiesewetter, Wetterau & Baker, New York.

BATTLE PHARMACEUTICALS Co., Victory Bldg., Toronto, "All-in-One" Brand Vitamin Tablets, Daisy Diaper Dip. R. S. Agency: Grant Adv., Toronto.

THE BAYER Co., N.Y. (Bayer Aspirin) Agencies: Dancer-Fitzgerald-Sample, N. Y.; Thompson-Koch Co., N.Y.

BAYUK CIGARS, Inc., Philadelphia, Pa., Phillies cigars. N. Agency: Neal D. Ivey Co., Phila.

CLYDE BEATTY CIRCUS, Los Angeles. S. Agency: Allied Adv. & Ted H. Factor, L.A.

BEAUMONT Co., St. Louis, Four-Way Cold Tablets and Grove-B-Complex. N. S. Agency: Harry B. Cohen Inc., N.Y.

BEECHAMS PILLS INC. (Scott & Bowne, J. C. Eno Inc., County Perfumery Co.), Bloomfield, N. J., Beecham's laxative pills, Scott's Emulsion, Brylcreem Hair Dressing, Scott's Ointment, Eno Salts, MacLeans Toothpaste, N. S. Agencies: Atherton & Currier, New York (all products except Beechams and MacLeans); Street & Finney, New York.

BEECHNUT PACKING CO., Canajoharie, N.Y. Food. S. Agency: Newell-Emmett, N. Y.

BEKINS VAN & STORAGE Co., Seattle, Los Angeles. Storage. N. Brooks Adv. Agency, Los Angeles.

BELL TELEPHONE SYSTEM, New York. Telephone Service. N. Agency: N. W. Ayer & Son, New York.

BELTONE HEARING AID Co., Chicago. S. Agencies: Ruthrauff & Ryan, Guenther-Bradford Inc., Chicago.

BEN HUR PRODUCTS Inc., Los Angeles, Coffee, Spices & Extract, N. Agency: Mogge-Privett Inc., L. A.

BENDIX AVIATION Corp., Detroit. N. Agency: MacManus, John & Adams, Inc., Detroit.

BENDIX HOME APPLIANCES Inc., South Bend, Ind., Bendix Automatic Home Laundry, Home Ironer, Home Dryer. S. Agency: Tatham-Laird Inc., Chicago.

BENRUS WATCH Co., New York, watches. S, N, TV. Agency: J. D. Tarcher Inc., N. Y.

BENSON & HEDGES, New York, Virginia Rounds cigarettes, Havana Cigars. S. Agency: Kudner Agency, Inc., N. Y.

BERKSHIRE KNITTING MILLS, Reading, Pa. Full Fashioned Stockings. N. Agencies: Geyer, Newell & Ganger, N. Y.; Williams & Saylor, N. Y.

BEROLIO IMPORT CO., New York (olive oil). S. Agency: Emil-Mogul Co., N. Y.

BEST FOODS Inc., New York, Nucoa margarine and Shinola shoe polish. Agency: Benton & Bowles, New York.

BEST FOODS, ONTARIO. Rit dye. S. Agency: P. H. Hayhurst & Co., Toronto.

BETTY LOU FOODS (Remar Baking Co., Gravem-Inglis Baking Co.), Oakland and Stockton, Calif., Betty Lou Foods, Shoe String Potatoes, Potato Chips, Remar Bread, Gravem-Inglis Bread. S. Agency: Garfield & Guild, S.F.

BEVERWYCK BREWERIES, ALBANY, N. Y. Beer, R, S. Agency: McCann-Erickson, N.Y.

BIGELOW-SANFORD CARPET CO., New York. N. TV. Agency: Young & Rubicam.

(Continued)

DIRECTORY OF NATIONAL AND REGIONAL ADVERTISERS

(Continued)

BIRDS EYE-SNIDER, New York, Birds Eye frosted foods. N. Agency: Young & Rubicam, N.Y.

BLACKHAWK BREWING Co., Davenport, Ia. S. Agencies: N. A. Winter Adv., Des Moines; L. W. Ramsey Co., Davenport, Ia.

BLANTON Co., St. Louis, Creamo margarine. S. Agency: Wesley K. Nash Co., St. Louis.

BLOCK DRUG Co., Jersey City, Polident. S. Agencies: Cecil & Presbrey; Redfield-Johnstone; Harry B. Cohen Adv., N.Y.; Wesley Assoc., N.Y.; J. D. Tarcher Inc., N.Y.; Noyes & Sproul Inc., N.Y

THE BLOSSER Co, Atlanta, Ga., Medical Cigarettes for Asthma. S. Agency: Atherton & Currier, N.Y.

BLUE BUS LINES, Terminal Bldg., Batavia, N. Y., S. Agency: Hart-Conway Co., Rochester.

BLUE MOON FOODS, Thorp, Wis., cheese spread, Gold N'Rich Cheese. Agency: Reincke, Meyer & Finn, Inc., Chicago.

BLUE RIBBON Corp., Toronto, Canned foods vacuum sealed jars. S. Agency: Cockfield Brown & Co., Toronto.

BLUEBIRD DIAMOND SYNDICATE, Chicago, Ill., Bluebird rings. S. Agency: O'Neal, Larson & McMahon, Chicago.

BOHEMIAN DISTRIBUTING CO., Los Angeles. Acme Beer. Agencies: Brisacher, Wheeler & Staff, L. A.; Davis & Co., L. A.

BONCQUET LABS, Glendale, Cal., vitamins. S. Agency: Brisacher, Wheeler & Staff, L.A.

BOND STORES, Inc., New York. Agency: Neff-Rogow, N. Y.

BONNE BELL, Inc., Cleveland, O., Ten-O-Six, Pius 30, Nite & Day. S. Agency: Lewis & Gilman Inc., Phila.

BOOK-OF-MONTH CLUB, New York, Books. S. Agency: Schwab & Beatty, New York.

BORDEN Co., New York, Milk and ice cream, Hemo and Instant Coffee, N, S. TV. Agencies: Kenyon & Eckhardt, New York; Young and Rubicam, New York.

BORDON CO., Toronto. N. Agency: Young & Rubicam, Toronto.

BOSTON & MAINE RR, Boston. N, S. Agency: Harold Cabot Co., Boston.

BOTANY MILLS INC., Passaic, N. J. S. TV. Agency: Alfred J. Silberstein-Bert Goldsmith Inc., N. Y.

BOURJOIS Inc., New York, Evening in Paris cosmetics. N. Agency: Foote, Cone & Belding, N.Y.

BOWEY'S Inc., Chicago, Dari-Rich Products. N. Agency: Sorensen & Co., Chi.

BOWMAN'S GUM Inc., Phila. Warren's chewing gum. S. Agency: Foote, Cone & Belding, N.Y.

BOYLE-MIDWAY (Canada) Ltd. Toronto. (Fly-Ded). S. Agency: W. Earl Bothwell Inc., N.Y.

E. J. BRACH & SONS, Chicago, Confectionery. N. Agencies: Geo. H. Hartman Co., Chi; Maxon Inc., Detroit.

JOHN H. BRECK Inc., Springfield, Mass., shampoo. Agency: Charles Sheldon Adv., Springfield. D-C.

M. J. BREITENBACH Co., New York, Gude's Pepto Mangan. N. Agency: Small & Seiffer Inc., N.Y.

BREWING CORP. OF AMERICA, Cleveland. S. Agencies: Leo Burnett Co., Chi.; Lang, Fisher & Stashower, Cleveland.

BRISTOL-MEYERS Co., New York. Sal Hepatica & Trushay, Vitalis, Ipana & Benex. N.R. TV. Agencies: Young & Rubicam; Doherty, Clifford & Shenfield, N.Y.

BRISTOL MYERS Co., of Canada, Montreal, Sal Hepatica, Vitalis, Trushay. Agency: Ronalds Adv., Montreal.

BRITISH AMERICAN OIL Co., Toronto. Agencies: Spitzer & Mills, Toronto; Stewart, James Lovick Co., Vancouver.

BROADMOOR HOTEL Inc., Colorado Springs, Col., Ice Skating, Ice Shows and Revues, Scenic Trips, Broadmoor Tavern (all spot). Agency: Galen Broyles Adv., Denver.

BROMO-SELTZER LTD., Toronto (Bromo-Seltzer) R.S. Agency: F. H. Hayhurst Co., Toronto.

WMGW

Meadville, Pa.

Want to reach the farmers of Crawford County, the leading dairy producing county in Pennsylvania? Here's how! Use WMGW. You can go 40 miles in most any direction from Meadville and still be in WMGW's coverage area. Farm and market reports, plus news and good programming make all of these prosperous farm families steady listeners of ours. To make the most of this fertile farm and dairy market, advertise on WMGW.

"Vic" Diehm, General Manager

BROTHERHOOD OF RAILROAD TRAINMEN. N. Agency: William Von Zehle & Co., N. Y.

BROWN & HALEY, Tacoma. Almond Roca, Mountain Bars, Yankee Toffee. Agency: Honig-Cooper, Seattle.

BROWN SHOE Co., St. Louis. Shoes. N. Agency: Leo Burnett Co., Chicago. D-C.

BROWN & WILLIAMSON TOBACCO Corp., Louisville, Raleigh & Life Cigarettes, Sir Walter Raleigh Tobacco, Kool Cigarettes. N. TV. Agency: Russel M. Seeds, Chicago; Ted Bates, Inc.

E. L. BRUCE Co., Memphis, floor cleaner. N. Agency: Christiansen Adv., Chi,; Greenshaw & Rush Inc., Memphis.

W. K. BUCKLEY, INC., Chicago. S. Agency: Grant Adv., N. Y.

W. K. BUCKLEY & Co., Toronto, proprietary. Agency: Grant Adv., Toronto.

BULOVA WATCH Co., New York, watches. S. TV. Agency: Biow Co., N.Y. D-C.

BUNTE BROS., Chicago, Candy. N. Agency: Presba, Fellers & Presba, Chi.

BURLINGTON BREWING CO., Chicago. (Van Merritt beer) N. Agency: Goodkind, Joice & Morgan Inc., Chi.

BURNS CO., Vancouver, B. C. Neet. N. Agency: Stewart-Lovick & MacPherson, Vancouver, B. C.

BURPEE CAN SEALER Co., Barrington, Ill. S. Agency: Rogers & Smith, Chi.

BU-TAY PRODUCTS, Ltd., Los Angeles, Raindrops Water Softener. N. Agency: Glasser-Gailey & Co., Los Angeles.

BUTLER PACKING CO., Oakland, Calif. (Dennison's Foods) N. Agency: Brisacher, Wheeler & Staff, S.F.

C

C-Z CHEMICAL Co., Beloit, Wis., Marvene Suds, C-Z Floor Wax, S. Agency: Roche, Williams & Cleary, N. Y.

CALAVO GROWERS of California, Los Angeles, avocados. S. Agency: The Perrett Co., L. A.

DR. W. B. CALDWELL Co., Monticello, Ill., Campho-Phenique. S. Agency: Sherman & Marquette, N. Y.

CALIFORNIA ASSOCIATED PRODUCTS Co., Los Angeles, Monterey Concord grape juice punch, Yankee Doodle Root Beer N. & S. Agency: Lockwood-Shackelford Adv., L. A.

CALIFORNIA BILL OF RIGHTS COMMITTEE. R. Agency: Cinema Adv., L. A.

CALIFORNIA FIG INSTITUTE, Fresno, Calif. Agency: Elwood J. Robinson Adv., Los Angeles.

CALIFORNIA FRUIT GROWERS EXCHANGE, Los Angeles, Cal., Sunkist Oranges. S. Agency: Foote, Cone & Belding, L. A.

CALIFORNIA MEDICAL ASSN. N. Agency: Lockwood-Shackelford, L. A.

CALIFORNIA NURSERY Co., Niles, Cal., nursery stock. S. Agency: Ryder & Ingram, Oakland, Cal.

CALIFORNIA PHYSICIANS SERVICE, San Francisco. (Voluntary Medical Insurance) R. Agency: Lockwood-Shackelford Adv., Hollywood.

CALIFORNIA PROCESSORS & GROWERS Inc., Oakland, Cal., cooperative. S. Agency: Foote, Cone & Belding, San Francisco.

CALIFORNIA PRUNE & APRICOT GROWERS ASSN., San Jose, Cal., Sunsweet. S. N. Agency: Long Adv. Service, San Jose.

CALIFORNIA SPRAY-CHEMICAL Corp., Richmond, Cal., Ortho garden spray. S. agencies: Cosby & Cooper, S. F.; Vance Shelhamer Adv., Yakima; The Ardiel Adv. Agency, Hamilton, Ont.

CALIFORNIA WINE GROWERS GUILD, San Francisco. Agency: Honig-Cooper, San Francisco.

CAMCO PRODUCTS Inc., New York, Camco Portable Cloverleaf Table Range.

CAMEO CORP., Chicago. (cleanser) R. Agency; J. B. Pershall, Chi.

CAMINOL CO., Stockton, Calif. Beacon gasoline. R. Agency: Duane Jones Co.

CAMPANA SALES Co., Batavia, Ill., Cosmetics and Toilet Goods. N. Agencies: Wallace-Ferry-Hanly, Chi.; Hixson-O'Donnell Inc., N. Y.; Cockfield, Brown & Co., Ltd., Toronto.

CAMPBELL CEREAL Co., Minneapolis, Malt-o-Meal. Agency: Campbell-Mithun, Minneapolis.

CAMPBELL SOUP Co., Camden, N. J., soup, N. S. Agencies: Ward Wheelock Co., Philadelphia; Cockfield, Brown & Co., Toronto; Dancer - Fitzgerald-Sample, N. Y.

CAMPBELL SOUP Co., Ltd., New Toronto, Ont. N. Agencies: Cockfield Brown & Co., Toronto, Ward Wheelock Co., Phila.

CANADA DRY GINGER ALE Inc., New York, Gingerale. S. Agency: J. M. Mathes Inc., N. Y. D-C.

CANADA STARCH Co., Montreal 2, Que., Crown Brand Corn Syrup, Karo, Benson's Corn Starch, Canada Corn Starch, Mazola oil, Linit starch. S. Agency: Vickers & Benson, Montreal.

CANADIAN AID TO CHINA, Toronto. Welfare. S. Agency: McKim Adv., Toronto.

CANADIAN BREWERIES LTD., Toronto (beer) Agency: Spitzer & Mills Ltd, Toronto.

CANADIAN CANNERS Ltd., Hamilton, Ont., Aylmer Products Canned Foods. S. Agency: F. H. Hayhurst Co., Toronto.

CANADIAN CHEWING GUM SALES, Toronto (Dentyne, Chiclets, Sen-Sen). S. Agency: Baker Adv., Toronto.

CANADIAN CHINCHILLA Co., Toronto. S. Agency: Frontenac Broadcasting Co., Toronto.

CANADIAN INDUSTRIES, Ltd., Montreal (paints div.) S. R. Agencies: Ronalds Adv., Montreal; Cockfield Brown & Co., Montreal.

CANADIAN INSECTICIDE & CHEMICAL Co., Toronto. S. Agency: Locke, Johnson & Co., Toronto.

CANADIAN MARCONI CO., Montreal (receivers) N. Agency: Cockfield Brown & Co., Montreal.

CANADIAN NATL. CARBON Co. Ltd., Toronto, Can., Radio Batteries, Flashlight Batteries, N. Agency: Locke, Johnson & Co., Toronto.

CANADIAN OIL LTD., Montreal. Oil & gasoline. Agency: McConnell Eastman & Co., Montreal.

CANADIAN RED CROSS, Toronto (financial campaign) S. Agencies: Cockfield Brown & Co.; MacLaren Adv., Toronto; Russell T. Kelley Ltd.; Hamilton & Canadian Adv., Montreal.

CANADIAN SHREDDED WHEAT CO., Ltd., Niagara Falls, Ont. (Shreddies) N. Agencies: Cockfield Brown & Co., Toronto; MacLaren Adv., Toronto.

CANDO Co., Boston, Mass., Cando Silver Polish, Cando Metal Polish. S. Agency: Chambers & Wiswell, Boston.

CANNON SHOE Co., Baltimore, shoes. S. Agency: Van Sant, Dugdale & Co., Baltimore.

CAPITAL CITY PRODUCTS Co., Columbus, Dixie Margarine, Kingtaste Dressings. S. Agencies: R. W. Knopf Co., Columbus, O.; Chambers & Wiswell, Boston; Merrill-Kremer, Memphis.

CARDINET CANDY CO., Oakland, Calif. (U-No Bars, Baffle Bars) R. Adv. placed direct.

CAREY SALT Co., Hutchinson, Kans. Carey Salt. N. Agency: Gordon Best Co., Chicago.

CARGILL Inc., Minneapolis, feeds and seeds, Blue Streak Dog Food. Agency: Bruce B. Brewer & Co., Minneapolis.

CARNATION Co., Los Angeles, Evaporated Milk, Faskies Dog Food. N. Agency: Erwin, Wasey & Co., Chicago & L.A.

CARNATION MILK CO. LTD. Toronto (evaporated milk). N. Agency: Baker Adv., Toronto.

CARSON PIRIE SCOTT & Co., Chicago. Department store. S. Agencies: Earle Ludgin & Co.; Hoskinson & Rohloff, Chicago.

CARTER PRODUCTS Inc., New York. Carter's Little Liver Pills, Arrid. N. S. Agencies: Ted Bates Inc.; Sullivan, Stauffer, Colwell & Bayles, New York; Raymond Spector Co., N. Y.

CARTER PRODUCTS INC., Toronto (liver pills). Agency: J. Walter Thompson Co., Toronto.

CASSILL DISTRIBUTING Co., Los Angeles, Sandra Cassil Hand Creme, Mocambo After-Shave Cologne Lotion. S.

CASTLE COAL & OIL CO., Bronx, N. Y. Agency: Adair & Director, N. Y.

CAT'S PAW AND RUBBER Co., Baltimore, Soles and heels. S. Agency: S. A. Levyne Co., Baltimore.

CATALINA KNITTING MILLS, Los Angeles. Agency: David S. Hillman Inc., L.A.

CELANESE CORP. OF AMERICA, New York, All Products. N. Agency: Young & Rubicam & Ellington & Co., N.Y.

CELLO WAX Co., Baltimore, Bluko and Cellowax. S. Agency: Maurice Azrael Adv., Baltimore.

CELOMAT CORP., New York. S. TV. Agency: Tracy, Kent & Co., N. Y.

ENTAUR-CALDWELL DIV., Sterling ug Inc., New York, Ironized Yeast, olle shaving cream. N. Agencies: oung & Rubicam; Pedlar & Ryan; hompson-Koch Co., & Sherman & Mar- ette, N.Y.

ENTENNIAL FLOURING MILLS Co., attle, Silk-sifted Flour, Peach Blos- m Cake Flour, Pancake and waffle ur, dog meal, poultry feed, dairy ed, hog feeds, turkey feeds. Agency: onig-Cooper Co., Seattle.

ENTILIVRE BREWING Corp., Fort ayne, Ind., Old Crown Ale, Old Crown er. S. Agency: Westheimer & Co., St. uis.

ENTRAL CHEVROLET CO., L.A. ealers) R. Agency: Hunter Adv., L.A.

ENTRAL NATIONAL BANK IN CHI- AGO, Bank Services, Chicago. S. ency: Harry J. Lazarus & Co., Chi- go.

HALLENGE CREAM & BUTTER ASSN., A. (dairy products) R. Agency: Ross wyer Adv., L.A.

HALMERS GELATINE Corp., Williams- le, N. Y. Chalmers gelatine. S. Agency: mand S. Weill Co., Buffalo.

HAMBERLAIN SALES Corp., Des oines. Chamberlain's Lotion. Agency: 3DO, Chicago.

HAMPION SPARK PLUG Co., Toledo. gencies: McManus, John & Adams, troit; Walsh Adv. Co. Ltd., Windsor, nt.

HARIS CORP., Allentown, Pa. (foun- tion garments). Agency: Fuller, nith & Ross, N. Y.

HASE CANDY Co., St. Louis. High rest Chocolates. S. Agency: McCann- ickson Inc., Chicago.

R. A. W. CHASE MEDICINE Co., Oak- lle, Ont., proprietary. R. Agency: F. H. ayhurst Ltd., Toronto.

HATHAM MFG. Co., New York, Blan- ts. N. Agencies: M. H. Hackett Co., Y.; E. J. Presser Co., Charlotte, N. C.

HATTANOOGA MEDICINE Co., Chat- nooga. Soltice. Agency: Nelson Ches- an Co., Chattanooga, Tenn.

HEF BOY-AR-DEE QUALITY FOODS, c., Milton, Pa., Spaghetti Dinner. S. Agency: Young & Rubicam, N.Y.

HEMICALS Inc., Oakland, Vano. S, N. ency: Garfield & Guild, S.F.

HESAPEAKE & OHIO RAILWAY Co., eveland, Service. N. Agencies: Kenyon Eckhardt; Robert Conahay & Assoc., Y.

HESEBROUGH MFG. Co., New York, aseline hair tonic. N. S. Agencies: Mc- ann-Erickson; J. Walter Thompson, N. ; Cockfield Brown & Co., Montreal.

HICAGO, MILWAUKEE, ST. PAUL & ACIFIC RR., Union Station, Chicago, Agency: Roche, Williams & Cleary, hi.

HICAGO & NORTH WESTERN SYS- EM, Chicago, railway. Agency: Caples ., Chi.

HICK-BED Co., Cedar Rapids, Iowa, oultry Litter. S. Agency: Campbell anford Co., Chicago.

HRISTIAN HERALD ASSOC., New ork. S.

HRISTIAN SCIENCE PUB. SOCIETY, oston, Christian Science Monitor. N. gency: H. B. Humphrey Co., Boston.

HRISTMAS CLUB Corp., New York. N. gency: Brooke, Smith, French & Dor- ance, N. Y.

HRYSLER Corp., Detroit, Plymouth, odge, De Soto, Chrysler cars, Dodge rucks. N. Agencies: Ruthrauff & Ryan, Y.; McCann-Erickson, Detroit; N. W. yer & Son, Phila; BBDO, N.Y.; Grant dv., Detroit.

INCY PRODUCTS Co., Cincinnati, allpaper cleaner. Agency: Ralph H. ones Co., Cincinnati.

ITIES SERVICE Co., New York, fuels, ubricants, accessories. R. Agency: El- ngton & Co., N.Y.

LAIROL Inc., New York, color accent- ng shampoo. S. Agency: Cole & Chason nc., N.Y.

LARK BROS. CHEWING GUM Co., ittsburgh, gum. N. Agencies: Duane ones Co., Buchanan & Co., N.Y.

). L. CLARK Co., Pittsburgh, Candy. N. gency: BBDO, Pittsburgh.

LARY MULTIPLIER CORP., Los An- eles (Flo-Ball pen). R. Agencies: Bris- cher, Wheeler & Staff, L.A.; Dana ones Co., L.A.

LEAN PRODUCTS Co., Columbus O., lean wallpaper and hand cleaners. gency: Byer-Bowman Adv., Columbus.

LEVELAND & BUFFALO STEAMSHIP o., Chicago, Lake Cruises. S. Agency: Valter L. Rubens & Co., Chicago.

LIPPER CRAFT CLOTHES (formerly rimount Clothing Co., New York), lipper Craft Clothes. N. Agency: Emil Mogul Co., N.Y.

LUB ALUMINUM Co., Chicago, Ham- mercraft cookware, glassware, cleaners, polishes. N. Agencies: Morris F. Swaney nc.; Leo Burnett Inc., Chi.

CLUETT-PEABODY CO., New York. Manufacturer of men's shirts. N. TV. Agency: Young & Rubicam, N. Y.

COAST-CURRIE ICE CREAM Co., Los Angeles. S. Agency: Barton A. Stebbins Adv. Inc., L.A.

COCA COLA Co., Atlanta, Ga. N. Agencies: D'Arcy Advertising Co. & Grant Adv. Inc., N.Y. D-C.

COCA-COLA LTD., Toronto. Agency: D'Arcy Adv. Ltd., Toronto.

COCILANA, Inc., Brooklyn. Coughdrops. S. Agency: Al Paul Lefton Co., N.Y.

COHN-HALL-MARX Co., New York, Cohama fabrics. S. Agencies: The Albert Woodley Co., N.Y.; Henry Bach Assoc. Inc., N.Y.; Abbott Kimball Inc., L.A.

COLE MILLING Co., Chester, Ill., Omega flour. N. Agencies: J. Walter Thompson Co., Chi.; Gardner Adv., St. Louis.

COLGATE-PALMOLIVE-PEET Co., Jersey City, Colgate's Dental Cream, Super Suds, Palmolive Soap, Shave Cream, Vel. S. N. TV. Agencies: Ted Bates, Inc., N.Y.; Sherman & Marquette, N.Y.; Wm. Esty & Co., Inc., N.Y.; Lennen & Mitchell, N.Y.; Leon Livingston Adv., N.Y. Newell-Emmett Co., N. Y. D-C.

COLGATE-PALMOLIVE-PEET Co. Ltd., Toronto. S. Agencies: Spitzer & Mills, Ltd., Toronto; Harry E. Foster Agencies, Toronto; L. J. Haegerty Ltd., Toronto.

COLONIAL DAMES, Inc., Hollywood, cosmetics. S. N. Agency: Hixson-Jorgensen, L.A. D-C.

COLORADO MILLING & ELEVATOR Co., Denver, Family Flour, Poultry and Livestock Feeds, Farm Supplies. S. Agency: Ed. M. Hunter, Denver.

COLUMBIA BREWING Co., St. Louis. N. Agency: Olian Adv. Agency, St. Louis.

COLUMBIA PICTURES Corp., New York, pictures. S. Agency: Weiss & Geller, N.Y. D-C.

COMET RICE MILLS, Beaumont, Tex., Comet rice. S. Agency: Leche & Leche, Dallas.

COMMERCIAL ALCOHOLS Ltd, Toronto, Anti-freeze. S. Agency: McConnell Eastman & Co., Toronto.

COMMERCIAL CREDIT Co., Baltimore. N. Agencies: Sheldon, Quick & McElroy, N.Y.; Van Sant Dugdale, Inc., Balt.; Walsh Adv., Ltd., Toronto.

COMMERCIAL SOLVENT, Terre-Haute, Indiana (Dry-Ex Anti-Freeze) S. Agency: Fuller, Smith & Ross, N.Y.; L. G. Maison & Co., Chicago.

COMMONWEALTH EDISON Co., Chicago. Agency: J. R. Pershall Co., Chicago.

COMPAGNIE PARISIENNE Inc., San Antonio, Tex., Perfumes. S. Agencies: Shaffer, Brennan, Margulis Adv., St. Louis; Northwest Radio Adv., Seattle.

COMPTONE Co., New York, Oculens Sunglasses. N. Agency: Bryde-Richard & Pound, N.Y.

CONFECTIONS Inc., Chicago, Candy and Snacks, Karmel Korn. S. Agencies: Olian Adv. Co., Chi.; Schoenfeld, Huber & Green, Chi.

CONGRESS CIGAR Co., Inc., New York. La Palina cigars. S. Agency: Schwimer & Scott, Chi.

CONGRESS OF INDUSTRIAL ORGANIZATIONS, New York, CIO of America. N. Agency: Wiltman & Pratt, N.Y.

CONRO MFG. Co., Dallas, overalls, work clothes, cniforms. N. S. Agency: Grant Adv., Dallas.

CONSOLIDATED BISCUIT Co., Chicago. Biscuits. S. Agency: Lynn-Fieldhouse Adv., Wilkes-Barre, Pa.

CONSOLIDATED DRUG CO., Chicago (Kolorback) R. Agency: Harry O'Neill Adv., Chicago.

CONSOLIDATED PRODUCTS Co., Danville, Ill., Semi-Solid Chick-Emulsion, Semi-Solid "E" Emulsion, Semi-Solid Pig Emulsion, Kaff-A. S. Agency: Bert S. Gittins, Milwaukee.

CONSOLIDATED ROYAL CHEMICAL Corp., Chicago, Peruna, Kolor-Bak, Zymole Trokeys, Acidene, Hamlins, Krank's Shave-Kreem. S. Agencies: O'Neil, Larson & Mahon, Chi.; Arthur Meyerhoff & Co., Chi.

CONSTRUCTION SUPPLIES CORP., Toronto (Aquella waterproofer). Agency: S. A. Rutland & Co., Toronto.

CONTI PRODUCTS Corp., Bklyn., New York. Conti Shampoo & soap. N. Agencies: Bermingham, Castelman, and Pierce, & Murray Breese Assoc., N.Y.

CONTINENTAL AIR LINES, Stapleton Airfield, Denver, air line seats. Agency: Galen E. Broyles Co., Denver.

CONTINENTAL BAKING CO., Inc., New York, Wonder Bread & Hostess Cake. N. S. Agency: Ted Bates Inc., N.Y.

CONTINENTAL CAN Co., New York, Cans, Institutional, Packaging, Plastic Products. N. Agency: BBDO, N.Y.

CONTINENTAL OIL Co., Ponca City, Okla. Oil. S. Agency: Cornell & Newell, N.Y.

CONTINENTAL PHARMACEUTICAL CO., Chicago. N. Agencies: Arthur Meyerhoff, Chi.; O'Neil, Larson & McMahon, Chi.

COOK PAINT & VARNISH Co., Paint, wall paper. Kansas City, Mo. S. Agency: R. J. Potts, Calkins & Holden, Kansas City. D-C.

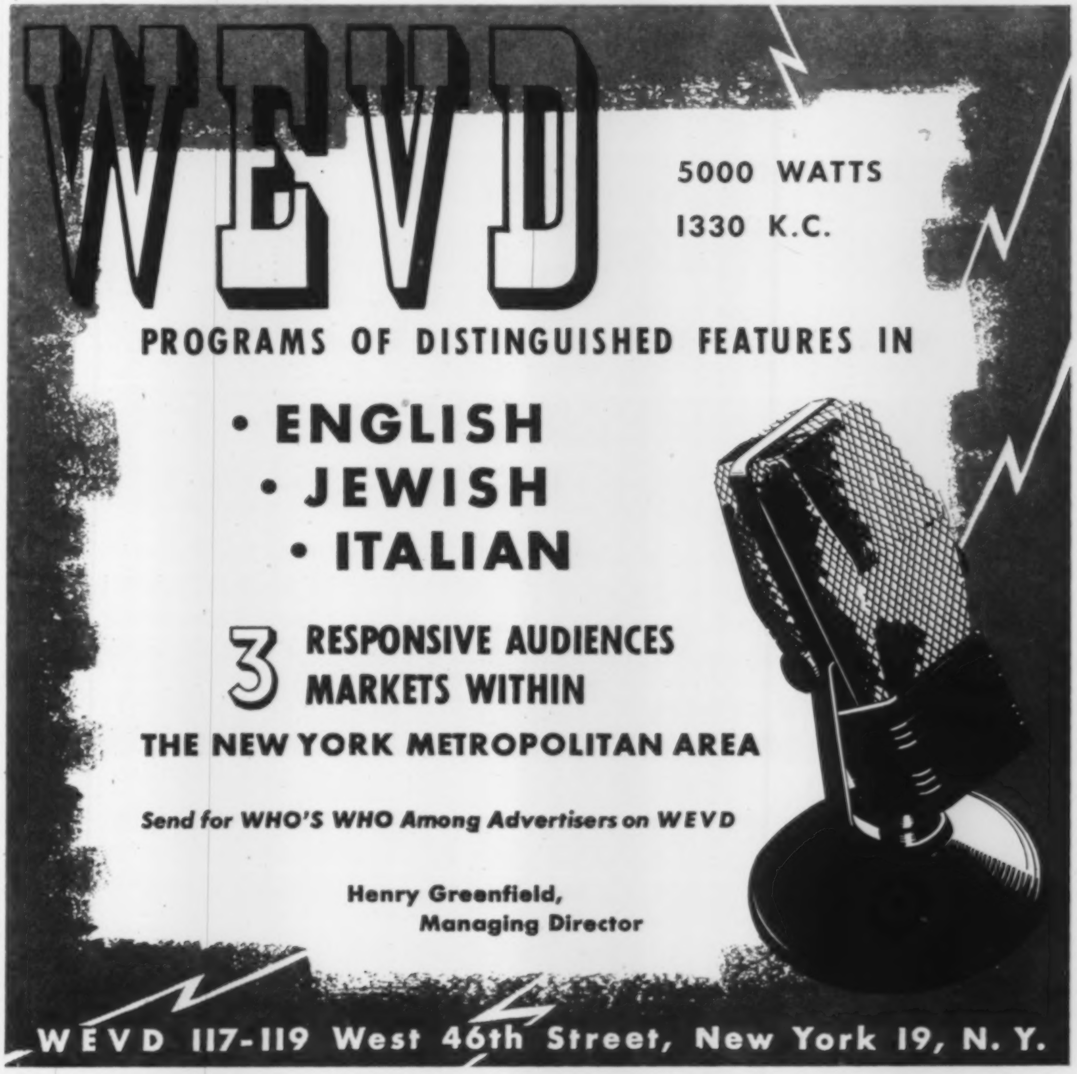
CONTINENTAL SANTA FE BUS SYSTEM OF CALIF., N. Mexico & Ariz. R. Agency: Lannan Sanders, Dallas.

COOPER BREWERY, Philadelphia. S. Agency: Ralph A. Hart Adv., Phila.

COOPER & COOPER Inc., Brooklyn, N. Y. Razor blades, S. Agency: Pearson Adv. Agency, N.Y.

COOPERATIVE G. L. F. EXCHANGE, Terrace Hill, Ithaca, N. Y., institutional. Agency: Agricultural Advertising & Research, Ithaca.

(Continued)


WEVD

5000 WATTS
1330 K.C.

PROGRAMS OF DISTINGUISHED FEATURES IN

• ENGLISH
• JEWISH
• ITALIAN

3 RESPONSIVE AUDIENCES
MARKETS WITHIN
THE NEW YORK METROPOLITAN AREA

Send for WHO'S WHO Among Advertisers on WEVD

Henry Greenfield,
Managing Director

WEVD 117-119 West 46th Street, New York 19, N. Y.

DIRECTORY OF NATIONAL AND REGIONAL ADVERTISERS

(Continued)

CORN PRODUCTS REFINING Co., New York, Dextrose, Mazola & other products. N. Agencies: C. L. Miller Co., & McCann-Erickson Inc., N.Y.

CORTLAND BAKING Co., Cortland, N. Y., Bread, doughnuts, S.

COTY INC., New York, Cosmetics, N. Agency: J. D. Tarcher Inc., N.Y.

G. N. COUGHLAN Co., West Orange, N. J., Chimney Sweep Soot Destroyer. N. Agency: Roche, Williams & Cleary, N.Y.

COUNTY PERFUMERY Co., Bloomfield, N. J., Brylcreem, hair dressing, S. N. Agency: Atherton & Currier, N.Y.

E. L. COURNAND CO., New York (Walco Tele-vue Lens) N. TV. Agency: Cayton Inc., N.Y.

DR. S. M. COWEN, Los Angeles, credit dentist chain. S. Agency: Dean Simmons Adv., Hollywood.

CRACKER JACK Co., Chicago. S. Agency: Rogers & Smith Adv., Chicago.

CREAM OF WHEAT Corp., Minneapolis, Cream of Wheat Cereal. N. Agencies: BBDO, Minn; Robert Otto & Assoc., N.Y.

CREOMULSION CO., Atlanta. Proprietary medicine. Agency: Harvey-Massengale Co., Atlanta.

CRESTA BLANCA WINE Co., New York. Dubonnet wine. S, N, TV. Agencies: McCann-Erickson Inc., S.F.; Biow Co., N.Y.

CRESTONE Co., New York. Crestone. Agency: Direct.

CRISTY CHEMICAL CORP., Worcester (Cristy Drygas, anti-freeze) S. Agency: Cory Snow Inc., Boston.

CROSSE & BLACKWELL CO., Baltimore. Agencies: Van Sant, Dugdale & Co., Balt.; Emery Adv. Co., Balt.

CROSSE & BLACKWELL Co., Toronto Agency: McKim Adv., Toronto.

CROWN DIAMOND PAINT Co., Toronto, Paint. S. Agency: McConnel, Eastman & Co., Toronto.

CROWN MILLS, Portland, Oreg., N, S. Agency: Richard G. Montgomery & Assoc., Portland.

CUDAHY PACKING CO., Chicago. Old Dutch Cleanser. N. Agency: Grant Adv., Chi.

THE CUMMER Co. DIVISION OF STERLING DRUG Inc., Brattleboro, Vt. Energine cleaning fluid, shoe white. N. Agency: Dancer-Fitzgerald-Sample, N.Y.

CURTICE BROS. Co., Rochester, N. Y., Blue Label Ketchup. N. Agency: Duane Jones Co., N.Y.

HELENE CURTIS INDUSTRIES, Chicago, cosmetics.

CURTIS PUB. Co., Philadelphia, Sat Evening Post, Holiday. N. Agencies: BBDO, N.Y.; N. W. Ayer & Son Inc., & Lamb, Smith & Keen Inc., Phila.

CURTISS CANDY Co., Chicago, Butterfinger & other candy products. N. Agency: C. L. Miller Co., Chicago.

CYNTHIA SWEETS Co., Boston, candy. N. Agency: Hirshon-Garfield, Boston.

D

D. L. & W. COAL Co., Toronto (Blue Coal) Agencies: Vickers & Benson, Toronto; Bermingham, Castleman, Pierce, New York. Ruthrauff & Ryan.

DADANT & SONS, Hamilton, Ill., Honey and bee supplies. S. Agency: Mace Adv., Peoria, Ill.

DAILEY MILLS, Olean, N. Y., animal, poultry feeds. S. Agency: Bermingham, Castleman & Pierce, New York.

DALGLISH Ltd., London, Ont., Javex cleanser. Agency: MacLaren Adv. Co., Toronto.

DALY BROS. SHOE Co., Boston. Air-O-Magic men's shoes. S. Agency: Norman D. Waters & Assoc., New York.

DAMEREL-ALLISON CO., Covina, Calif. (D & A Orange Juice) R. Agency: Western Adv., Los Angeles.

KAY DAUMIT Inc., Chicago, Lustre-Creme Shampoo. Agency: Lennen & Mitchell Inc., N.Y.

RADIO STATION

WMIK

Mutual

1490 KC 250 WATTS

Middlesboro,

Kentucky

Serving the billion dollar

tri-state Cumberland Empire.

H. R. DAVI Co., Oakland, Cal., Miracle Foam. S. Agency: Ad Fried Adv., Oakland. D-C.

H. B. DAVIS Co., Baltimore, Md., Paint products. S. Agency: John Falkner Arndt Inc., Phila. D-C.

DAVIS MOTOR CO., Los Angeles N. Agency: Tellamerica Inc., Hollywood.

DAY & NIGHT MFG. Co., Monrovia, Calif., water heaters and equipment. N. S. TV. Agency: Hixson-Jorgenson Adv., L.A. D-C.

DAZEY CORP., St. Louis, Kitchen aids and gadgets. S. Agency: Gardner Adv., St. Louis.

DECORATIVE CABINET Co., New York E-Z-Do wardrobes & chests. S. Agency: Reiss Adv., New York.

DEERFIELD PACKING CORP., Bridgeton, N. J. Seabrook Farms frozen food products. R. S. Agency: Peter Hilton Adv. Agency, N.Y.

DEKALB AGRICULTURAL ASSOC., DeKalb, Ill., Hybred Corn and Seed. S. Agency: Western Adv., Chicago.

DE LUXE GIRDLECRAFT Co., New York, girdles. S. Agency: Gussow-Kahn Co., N.Y.

DELAWARE, LACKAWANNA & WESTERN COAL Co., New York, Blue Coal. N. Agency: Ruthrauff & Ryan, New York.

DELAWARE, LACKAWANNA & WESTERN COAL CO., Montreal (blue coal) R. Agency: Vickers & Benson Ltd., Montreal.

DELAWARE PUNCH CO., San Antonio (soft drinks) R.S. Agency: Grant Adv., Dallas.

DELCO APPLIANCE DIV., General Motors Corp., Rochester, Foote, Cone & Belding, Chicago.

L. DeMARTINI CO., San Francisco. S. Agency: Garfield & Guild Adv., S.F.

DENALAN Co., Inc., San Francisco. Denalan Dental Plate Cleaner, Agency: Rhoades and Davis, S.F. D-C.

DENNISON'S FOODS, Oakland, Calif. (Dennison's Catsup & Chili Sauce) R.S. Agencies: Honig-Cooper Co., Brisacher Wheeler & Staff, S.F.

H. C. DERBY Co. Div. of Swift & Co., Philadelphia, Pa. Table Ready Meats. N. Agency: Aitken-Kynett Co., Phila.

DERBY FOODS, Chicago. N. Agency: Needham, Louis & Brorby, Chicago.

DeSOTO DIVISION OF CHRYSLER CORP. Detroit. S. Agency: BBDO ,N.Y.

DeSOTO-PLYMOUTH DEALERS, N. Agency: BBDO.

DIAPERWHITE Inc., New York, Diaperwhite, a detergent. S. Agency: Adair & Director, N.Y.

DIF CORP., Garwood, N.J. (Dif hand cleaner, washing powder) R.S. Agency: French & Preston Inc., N.Y.

DISNEY HATS, New York. TV Agency: Grey Adv., N.Y.

PETER DOELGER, Harrison, N. J. Malt Products Corp. S. Agency: J. M. Mathes Inc., New York.

DOLCIN CORP., N.Y. (pharmaceuticals). N. Agency: Victor Van Der Linde Inc., N.Y.

DOMINION OF CANADA, Dept. of National Defense, Ottawa (recruiting) S. Agency: MacLaren Adv., Toronto.

DOMINION SEVEN-UP CO., Montreal. 7-Up beverages. S. Agency: Vikers & Benson, Toronto.

DON JUAN LIPSTICK Co., New York, Lipstick. S. Agency: Craven & Hedrick Inc., N.Y.

DONOVAN COFFEE CO., Birmingham, Ala. (Red Diamond Coffee) Agency: Barnett & Barnett, Birmingham.

DOUBLEDAY & CO. New York N. Agencies: Huber Hoge & Sons, & Thwing & Altman Inc., N.Y.

DOUGHBOY MILLS, New Richmond, Wis., flour, pancake flour, cereals, S. Agency: Dwyer & Devoy, Minneapolis.

DOUGLAS AIRCRAFT Corp., Santa Monica, Cal., employment. S. Agencies: J. Walter Thompson, L.A.; Dorland, Inc.

DRACKETT CO., Cincinnati (Drano & Windex) Agencies: Young & Rubicam, N. Y. Straucher & McKim Adv., Cinn.

DUFFY-MOTT Co., New York, Apple Juice and other processed fruit. N. Agency: Young & Rubicam, New York.

E. I. DUPONT DE NEMOURS & Co., Wilmington, Del., Institutional. N. Agencies: BBDO, N.Y.; Robt. Otto & Assoc., N.Y. D-C.

DURKEE'S FAMOUS FOODS, Cleveland. foods. S. Agencies: Wendel Muench & Co., Chic., Emil Reinhardt, Oakland, Calif.; Federal Adv. Agency, N.Y.

DUSTBANE PRODUCTS, Ottawa. (sweeping compound) S. Agency: McKim Adv., Toronto.

DUTCH MILL CANDY SHOP, Chicago. R.S. Agency: Schwimmer & Scott, Inc., Chicago.

E

EASTERN WINE Corp., Bronx Terminal Market, N. Y. Chateau Martin vermouths, wines, champagne, Agencies: Aetna A. A., N. Y.; Robert Feldman Inc., N.Y.

EASTMAN KODAK Co., Rochester, N. Y., film and cameras. N. Agency: J. Walter Thompson Co., New York.

EDISON BROTHERS STORES Inc., Chicago, St. Louis, Burt Shoes. S. N. Agencies: United Broadcasting, Chicago; Adolph Wendland, Los Angeles.

ALBERT EHLERS, Inc., New York, Ehlers Tea. S. Agency: Weiss & Geller, New York.

JOHN EICHLER BREWING Co., New York, Eichler's beer. S. Agency: Foote, Cone & Belding, N.Y.

ELECTRIC AUTO-LITE Co., Toledo, Auto-Lite spark plugs, batteries, ignition systems, N. Agencies: Ruthrauff & Ryan, N.Y.; Newell-Emmett Co., N.Y. D-C.

ELECTRIC AUTO-LITE Co., Toledo, Batteries. N. Agency: Ruthrauff & Ryan, Toronto.

ELECTRIC COMPANIES ADVERTISING PROGRAM, New York, Institutional. N. Agency: N. W. Ayer & Son, New York.

ELECTRICAL RESEARCH LABORATORIES, Inc., Evanston, Ill., Institutional. N. Agency: Evans Associates, Chicago.

ELGIN NATIONAL WATCH Co., Elgin, Ill., Institutional, Watches. N. TV. Agencies; J. Walter Thompson Co., Chi.; Weiss & Geller, Chi.; Robt. Otto & Assoc., N.Y. (export adv.)

DR. ELLIS SALES Co., Pittsburgh, Pa. Waveset, nail polish, shampoo, brilliantine. Agency: Smith-Taylor & Jenkins, Pittsburgh.

EMERSON DRUG Co., Baltimore. Bromo-Seltzer, N, S. Agency: BBDO, N.Y.

EMPLOYER'S GROUP INSURANCE Co., Boston, Insurance. N. Agency: Sutherland-Abbott, Boston.

END-O-CORN, Rutland, Vt., End-O-Corn, Seyon. S. Agency: Earl C. Noyes Adv. Agency: Rutland.

ENOZ CHEMICAL Co., Chicago, moth spray, moth crystals. S. Agency: Harry J. Lazarus & Co., Chicago.

ENTERPRISE PRODUCTIONS, N. Y. & Hollywood. S. Agency: Donahue & Coe, New York.

EOPA Co., San Francisco, Cal., Eopa Medicines. Agency: Miller & Coffee Adv. Agency, Richmond, Calif.

EPISCOPAL CHURCH N. Agency: H. B. Humphrey Co., Boston.

EQUITABLE LIFE ASSURANCE SOCIETY OF U. S., New York, Life Insurance. N. Agency: Warwick & Legler, New York.

ESQUIRE Inc., Chicago, Coronet Magazine and Esquire. N. Agencies: Schwimmer & Scott, Chicago. Jack Murray, Ltd., Toronto; Doherty, Clifford & Shenfield, N.Y.

ESSO STANDARD OIL CO., N.Y. S.TV. Agency: Marschalk & Pratt Co., N.Y.

J. H. ESTABROOKS Co., St. John, N. B., Red Rose tea. Agency: McConnell-Eastman Co., Toronto.

ETHYL Corp., New York, gasoline. S. Agency: BBDO, New York.

EVANS PEN CORP., Hollywood (Evanette ball-point pen) S. Agency: Capka, Kennedy & Duke Adv., Hollywood.

EVERSHARP, Inc., Chicago, Eversharp Pencils, Pens, Red Top Lead. Razors. N. Agencies: Blow Co., N.Y.; J. M. Mathes, Inc., N.Y.; McCann-Erickson, N.Y.

EVERSHARP INTERNATIONAL INC. Toronto (pens, pencils, Schick razors) Agency: Baker Adv.

EXCELL LABS., Chicago. New Plant Life. Agency: Grant Adv., Chicago.

EX-LAX Inc., New York. S. Agency: Joseph Katz Co., New York.

F

F. R. CORP., New York, Photographi products, chemicals & acces. & Scoo detergent. Agencies: Kastor, Farrell, Chesley & Clifford, Inc., N. Y.; Walte Weir, Inc., N. Y.

FAIRBANKS-MORSE & Co., Chicago. Agency: The Buchen Co., Chicago.

FAIRBANKS-MORSE, Toronto, automatic stokers. S. Agency: Stevenson & Scott, Montreal.

FALLS CITY BREWING Co., Louisville. S. Agency: Prater A.A., St. Louis.

FALSTAFF BREWING Corp., St. Louis, Falstaff beer. S. N. Agency: Dancer-Fitzgerald-Sample, Chicago.

FAMILY KITCHEN PRODUCTS Corp., Los Angeles (pastry mixes). S. Agency: Botsford, Constantine & Gardner.

FAMOUS FLOURS, Inc., Omaha. N. Agency: J. Walter Thompson, New York.

FARM CREDIT ADMINISTRATION, Springfield, Mass., loans, N. S.

FARNSWORTH TELEVISION & RADIO Corp., Fort Wayne, Ind., radios, N. T. V. Agency: Warwick & Legler Inc., N. Y. D-C.

FATHER JOHN'S MEDICINE Co., Lowell, Mass., Father John's Medicine, S. Agency: John W. Queen, Boston.

FAULTLESS STARCH Co., Kansas City Mo., Faultless Starch. S. Agency: Bruce B. Brewer & Co., Kansas City.

FEDERAL SAVINGS & LOAN COUNCIL, Chicago, Ill. S. Agency: Williams Assoc., Chicago.

FEHR BAKING CO., Houston. Fair Maid bread & cakes. S. Agency: Ruthrauff & Ryan, Houston.

H. FENDRICH, Evansville, Ind., Charles Denby Cigars, La Fendrich Cigars, Black Hawk Cigars. N. Agency: Ruthrauff & Ryan, Chicago.

FENTON'S-VIGORTONE Co., Cedar Rapids, Iowa. Livestock feed supplement. S. Agency: Ambro Advertising, Cedar Rapids.

FERRY-MORSE SEED Co., Detroit, Seeds. N. Agency: McManus, John & Adams, Detroit.

FIRE UNDERWRITERS (national insurance organization). N. Agency: MacFarland, Aveyard & Co., N. Y.

FIRESTONE TIRE & RUBBER Co., Akron, Tires, Tubes. S. N. Agency: Sweeney & James Co., Cleveland.

FIRST & MERCHANTS NATIONAL BANK OF RICHMOND, Richmond bank, S. Agency: Edwin Bird Wilson Inc., New York.

FIRST NATIONAL STORES, Somerville, Mass. N. Agency: John C. Dowd Inc., Boston.

FISHER FLOURING MILLS Co., (Packaged Products Div.) Harbor Island, Seattle, Wash., flour, cereal. N. & R. Agency: Pacific National Adv. Agency, Seattle.

F. W. FITCH Co., Des Moines, Shampoo, Dandruff Remover Shampoo, Shaving Cream. Agency: L. W. Ramsey Adv., Davenport, Ia.

FITGER BREWING CO., Duluth, Minn., Rex Imperial Dry Beer, Squirt, N. S.

FITZPATRICK BROS., Chicago, Kitchen Klenzer. N. Agency: Russel M. Seeds Co., Chicago.

FLORIDA CITRUS COMMISSION, Lakeland. N. Agencies: Benton & Bowles, N. Y.; Noyes & Sproil Inc., N. Y.

FLOTILL PRODUCTS, Stockton, Calif. Tomatoes & tomato paste. Agency: Roy S. Durstine Inc., Chicago.

FOLEY & Co., Chicago, Honey and Tar Cough Syrup. S. Agency: Lauesen & Salomon, Chicago.

J. A. FOLGER & Co., San Francisco, Folger's Coffee, N. Agency: Raymond R. Morgan Co., S. F.

FOOD MACHINERY Corp., Riverside, Cal. N. Agency: Neale Adv. Assoc., L. A.

FORD DEALERS ASSNS., Dearborn, Mich. N. Agencies: J. Walter Thompson; Kenyon & Eckhardt, N. Y.

FORD MOTOR Co., Detroit, Ford, Lincoln & Lincoln Zephyr Automobiles. N. TV Agencies: J. Walter Thompson, Chicago, Kenyon & Eckhardt, Detroit. D-C.

FORD MOTOR Co., Canada; Windsor, Ont. Agency: Cockfield, Brown & Co., Toronto.

FOREMAN & CLARK, Los Angeles, chain clothiers. S. Agency: Botsford, Constantine & Gardner, L. A., Dan B. Miner, L. A.

FOREMOST FARMS Inc., Jacksonville, Fla. (dairy products). Agency: Newman, Lynde & Assoc., Jacksonville, Fla.

FOREST LAWN LIFE INSURANCE Co., Glendale, Cal., life insurance. S. Agency: Dan B. Miner Co., Los Angeles.

B. FORMAN Co., Rochester, N. Y., Fashions. S. Agency: Hart-Conway, Rochester.

FORMFIT Co., Chicago, Foundation Garments. N. Agency: McFarland Aveyard & Co., Chicago. D-C.

"42" PRODUCTS Ltd., Los Angeles, shampoo & hair tonic. S. Agency: Brisacher, Wheeler & Staff, Los Angeles.

FOSTER MILBURN Co., Buffalo, Doan's Pills, Icemint. S. Agency: Street & Finney, New York.

F. FOUGERA & Co., New York, Ramsdell Sulphur Cream. S. Agencies: Small & Seiffer, Street & Finney and Redfield & Johnstone, N. Y.

FOULDS MILLING Co., Libertyville, Ill. S. Agency: Campbell-Ewald Co., Chicago.

FOWNES BROS. & Co., New York, Gloves. S. Agency: Rockmore Co., N. Y.

PETER FOX BREWING Co., Chicago, Silver Fox Deluxe Beer. S. Agency: H. W. Kastor & Sons Adv., Chicago.

FRANCK, HEINR & SONS, Inc., Port Huron, Mich. Chicory. S. Agency: Bullard Agency, Port Huron.

FRASER HAIR FASHIONS, Inc., N. Y. Agency: Harry B. Cohen Adv. Co., N. Y.

FREED RADIO Corp., New York, Freed-Eiseman radio-phonograph combinations. Agency: Lawrence Fertig & Co., N. Y.

FREIHOFER BAKING Co., Philadelphia. S. Agency: Stanley Musselman, Inc., N. Y.

FRENCH KETTLE FOOD PRODUCTS, New York (onion soup). N. Agency: Emil Mogul Co., New York.

FRONTIER FOODS OF PHOENIX, Phoenix, Ariz., Potato Chips. N. Agency: Garfield & Guild Adv. Los Angeles.

FRUEHAUF TRAILER Co., Detroit. N. Agency: Zimmer-Keller, Detroit.

FRUIT INDUSTRIES, Ltd., San Francisco. F. I. Special Wines. S. Agency: Davis & Co., L. A.

G. T. FULFORD Ltd., Toronto (proprietary). Agency: Street & Finney, N. Y

W. P. FULLER & Co., San Francisco (paints, household products). R. Agency: McCann-Erickson, San Francisco. D-C

G

GALLENKAMP STORES Co., San Francisco, Shoes. N. Agencies: Long Adv. Service, San Francisco; Bruce Eldridge Adv., San Francisco.

E. & J. GALLO WINERY, Modesto, Cal., wines. S. Agency: Harrington, Whitney & Hurst, S. F.

GALLOWHUR CHEMICAL CORP., N. Y. (chemical, pharmaceutical products) Skol. S. Agency: Buchanan & Co., N. Y.

GARDNER NURSERY Co., Osage, Ia., Perennial plants and general nursery products. Agency: Northwest Radio Adv. Co., Seattle.

GARRET WINE Co., Brooklyn, Garret Wine, Virginia Dare. S. Agency: Ruthrauff & Ryan, New York.

GASETERIA: BONDED GAS & OIL SYSTEM, Indianapolis. S. Agency: Hugo Wagenseil & Assoc., Dayton.

GAYMONT LABS, Chicago, Agency: Vandyne, Barlowe & Capstaff, Chi.

GENERAL ANILINE & FILM CORP., New York. S. Agencies: Doherty, Clifford & Shenfield Inc., N. Y.; Bostford, Constantine & Gardner, S. F.; Young & Rubicam, N. Y.

GENERAL BAKERIES Ltd., Toronto (bread). Agency: McConnell Eastman & Co., Toronto.

GENERAL BAKING Co., New York, Bond Bread S. Agency: BBDO, N. Y. D-C.

GENERAL CIGAR Co., N. Y., Van Dyck cigar, White Owl Cigars. S. Agencies: Federal Adv. Agency, N. Y.; J. Walter Thompson, N. Y.; Donahue & Coe, N. Y.

GENERAL DRY BATTERIES OF CANADA, Toronto. S. Agency: McKim Adv., Toronto.

GENERAL ELECTRIC Co., Bridgeport. Appliance & Merchandise Dept. Agencies: Young & Rubicam, N. Y.; G. M. Basford Co., N. Y.; Tarler & Skinner, Boston.

GENERAL ELECTRIC Co., Syracuse, N. Y. Electronics Dept. Agencies: Maxon Inc., N. Y.; Ross, Gardner & White, L.A. D-C.

GENERAL ELECTRIC Co., East Cleveland. Lamp Department. TV. Agencies: Foster & Davies, and BBDO, Cleveland.

GENERAL ELECTRIC Co., Toronto (appliances) N. Agency: MacLaren Adv., Toronto.

GENERAL FOODS Corp., New York. Sanka Coffee, Cereals, Flour, Birdseye Frosted Foods, Calumet Salt, Baker's Choc., LaFrance & Satina, Maxwell House Coffee. S. N. TV. Agencies: Young & Rubicam, New York; Benton & Bowles, New York; Foote, Cone & Belding, New York; Baker Adv. Agency, Ltd., Toronto.

GENERAL FOODS, Toronto, Maxwell House Coffee. R. Agency: Baker Adv., Toronto.

GENERAL MILLS, Minneapolis, Gold Medal flour, Softassilk, Red Band flour, Betty Crocker Vegetable Noodle Soup Ingredients, Betty Crocker Pea Soup Ingredients, Bisquick. N. Agencies: Dancer-Fitzgerald-Sample, Chi.; Knox-Reeves Adv., Mnpls.; BDBO, Mnpls.; Tatham-Laird, Chicago; Zimmer-Keller Inc., Detroit. D-C.

(Continued)

You're invited

to buy . . . at lower rates,

SOLID

Rhode Island

COVERAGE

plus

—an estimated quarter-million adjacent-state ABC listeners . . . a bonus area Rhode Island statistics don't reveal! Nine big, rich communities within a 15-mile radius . . . and scores of others just beyond. A study of the rates, a check on popularity inescapably indicate Rhode Island's best buy is WFCI.

CENTRAL FALLS
PAWTUCKET
NO. ATTLEBORO
WOONSOCKET
PROVIDENCE
ATTLEBORO
EAST PROVIDENCE
WEST WARWICK
CRANSTON

WFCI

ABC . . . 5000 WATTS DAY AND NIGHT

●

WALLACE A. WALKER, *Gen. Mgr.*
PROVIDENCE, The Sheraton-Biltmore
PAWTUCKET, 450 Main St.

●

Representatives:
AVERY-KNODEL, INC.

DIRECTORY OF NATIONAL AND REGIONAL ADVERTISERS

(Continued)

GENERAL MOTORS Corp., Detroit, Automobiles. Frigidaire. N. TV. Agencies: D. P. Brother & Co., Detroit; Kudner Agency. Inc., Detroit; Foote, Cone & Belding, N. Y.; BBDO, N. Y.; Campbell-Ewald, N. Y.; Geyer, Newell & Ganger, Dayton. D-C.

GENERAL PETROLEUM Corp., Los Angeles, Mobilgas, Flying Horsepower gas, Tavern products, oil, S-N. T. V. Agency: West-Marquis, Inc., Los Angeles.

GENERAL TIRE & RUBBER Co., Akron, Tires and Rubber Products. N. Agency: D'Arcy Adv. Co., Cleveland.

GERITY - MICHIGAN Corp., Adrian, Mich., chrome bathroom accessories, automotive and plumbing hardware, S. Agency: Albert Frank-Guenther Law Inc., N. Y.

GERMAINE SEED & PLANT Co., Los Angeles (seeds, plants). Agency: Dudley L. Hogan Adv., Los Angeles.

GIBSON ART CO., Cincinnati., Greeting Card. Agency: Christianson Adv., Chicago.

GIBSON REFRIGERATOR CO., Greenville, Mich. Agency: W. W. Garrison & Co., Chicago. D-C.

GILLETTE SAFETY RAZOR Co., Boston Blue Blades, shaving cream, safety razors. N. Agency: Maxon Inc., N. Y.; J. Walter Thompson Co., N. Y. (export only). D-C.

GILLETTE SAFETY RAZOR Co. of Canada, Montreal. Agency: MacLaren Adv. Co., Montreal.

GILMORE OIL Co., (consolidated with General Petroleum Co., Los Angeles, Oil & Gasoline. S. Agencies: West-Marquis Inc., L. A.

I. GINSBERG & BROS., New York, Queen Make Dresses. N. Agency: Abbott Kimball Co., New York.

GLASS CONTAINER MFRS. INSTITUTE. N. Agency: Foote, Cone & Belding, N. Y.

GLOBE MILLS (Div. of Pillsbury Mills, Inc.), Los Angeles, Flour. N. Agency: Leo Burnett Co., L. A.

GOEBEL BREWING Co., Detroit. N, S. TV. Agency: Brooke, Smith, French & Dorrance, Detroit.

GOLD SEAL WAX Co., Chicago. N. Agency: Campbell-Mithun Inc., Chicago.

GOLDEN STATE FOODS, INC., Berkeley, Calif. Gold Coast Preserves. R-S. Agency: Botsford, Constantine & Gardner, San Francisco.

GOLDENROD ICE CREAM Co., Chicago, Goldenrod Ice Cream. S. Agency: Goodkind, Joice & Morgan, Chi.

GOLDWATERS, Phoenix, Gifts, toiletries. S. Agency: Adver. Counselors of Arizona, Phoenix.

SAMUEL GOLDWYN PRODUCTIONS Inc., Hollywood, motion pictures. S. Agencies: Foote, Cone & Belding, L. A.; Monroe Greenthal Co., Hollywood.

B. F. GOODRICH Co., Akron, O., Rubber Products; Retail service and general merchandise. S. N. Agencies: BBDO, N. Y.; Griswold-Eshleman & Co., Cleveland; McCann-Erickson, Inc., N. Y. D-C.

GOODYEAR TIRE & RUBBER Co., Akron, Tires and rubber products, S, N. Agencies: Compton Advertising, N. Y.; Young & Rubicam, N. W. Ayer & Son, N. Y.; Kudner Agency Inc., N. Y. D-C.

GOSPEL BROADCASTING ASSN., Evangelical Talks. N. Agency: R. H. Alber Co., L. A.

JOHN GRAF Co., Milwaukee, Wis, Gran'pa Graf's Creamy Top Root Beer. S. Agency: Al Herr Adv., Milwaukee.

GRAPETTE Co., Camden, Ark., soft drink. S. Agency: Bryan & Bryan Adv. Co., Shreveport, La.

GRAYSON'S SHOPS, L. A. (women's apparel chain) S.R. Agency: Milton Weinberg Adv., L.A.

GREAT ATLANTIC & PACIFIC TEA Co., New York, groceries. S. Agency: Paris & Peart, New York.

GREATER CHICAGO HOTEL ASSN. Chicago. S. Agency: M. M. Fisher Assoc., Chicago.

GREYHOUND LINES, Chicago Bus Service. N. Agency: Beaumont & Hohman, Cleveland.

GRIESEDIECK BROS. BREWERY, St. Louis, S. & N. Agency: Ruthrauff & Ryan, St. Louis.

EXCLUSIVE!

★ Day and Night Primary Coverage . . .

★ Prestige Programming . . .

The Voice of America's Foremost Desert Resort

KCMJ

RADIOASIS

CBS 1340

PALM SPRINGS CALIFORNIA

REPRESENTED BY: W. S. GRANT CO., INC.

GRIFFIN MFG. Co., Brooklyn, shoe polishes, S. Agency: Bermingham, Castleman & Pierce, New York.

GRIGGS, COOPER & Co., St. Paul, food products. Agency: Melamed-Hobbs, Minneapolis.

GROVE LABS., St. Louis, Grove Cold Tablets, 4-Way Cold Tablets, Defender, Complex and ABD vitamins, Grove Chill Tonic, Dr. Porter's Oil, Jitterbug. N, S. Agencies: Harry B. Cohen, N. Y.; Gardner Adv., St. Louis; Small & Seiffer Inc., N. Y.; Vickers & Benson, Toronto.

GRUEN WATCH Co., Cincinnati, Gruen Watches N. S. TV. Agencies: Grey Adv., N. Y.; Cockfield Brown & Co., Toronto. D-C

GUITTARD CHOCOLATE CO., San Francisco, Chocolates. N, S. Agency: Garfield & Guild, San Francisco.

CHARLES GULDEN Inc., New York, Gulden's prepared mustard. S. Agency: Charles W. Hoyt Co., New York.

GULF OIL Corp., Pittsburgh, Gulf Gas, Oil, Lubricants. N. TV. Agency: Young & Rubicam, New York.

GUM LABS Inc., Clifton Heights, Pa., Ivoryne Gum. N. Agency: Makelim Assoc., Chicago.

S. GUMPERT CO., Ozone Park, New York. Steero bouillon cubes. S. Agency: Rose Martin Adv., New York.

H

HAAS, BARUCH & CO., Los Angeles, Grocery Products. S. Agency: Robert Smith Adv., L.A.

HALL BROTHERS, Kansas City, Hallmark Greeting Cards. N. Agency: Foote, Cone & Belding, New York.

HALL & RUCKEL, New York. (X-Bazin, depilatory) S. Agency: Redfield-Johnstone, N.Y.

THEO. HAMM, BREWING Co., St. Paul Hamm's Preferred Stock Beer. S. Agency: Campbell-Mithun, Minneapolis.

JOHN HANCOCK MUTUAL LIFE INS. Co., Boston. Agency: McCann-Erickson Inc., N. Y.; BBDO, N. Y.

PETER HAND BREWERY Co., Chicago. Agency: BBDO, Chicago.

HANNA COAL Co., Cleveland, Coal. S. Agency: John C. Dowd Agency, Boston.

HANSCOM BAKING Corp., Long Island City, N. Y., Bakery products, fruit cake, ice cream. S. Agency: Ehrlich & Neuwirth, N. Y.

HARMAN WATCH Co., N. Y. Watches. N. S. Agency: Lester Harrison, N. Y.

HARPER METHOD, Rochester, N. Y., Harper Gene Creme, skin treatment. S. Agency: Hutchins Adv. Agency, Rochester.

A. S. HARRISON Co., New York (Preen floor wax & K. T. wall wax) R. S. Agency: Alfred Tokar Adv., Newark, N. J.

HARTFORD BULB Co., Hartford, Mich. Agency: Leo Boulette Agency, Three Rivers, Mich.

HARTFORD TEXTILE Co., New York, plasticized fabrics. S. Agency: Alfred J. Silverstein-Bert Goldsmith, Inc., N.Y.

HARTZ MOUNTAIN PROD., New York, Bird & Pet Foods, Dog Food Supplies. N. S. Agency: Geo. H. Hartman, Chicago.

HARVEL WATCH Co., New York, Watches. N. Agency: Roy S. Durstine, Inc., New York.

HARVEY-WHIPPLE Inc., Springfield Mass., Master Kraft heating equipment.

HASSENSTEIN Co., Hollywood, Movie Wave. S. N. Agency: Dean Simmons Adv., Hollywood.

HASTINGS MANUFACTURING Co., The Casite Corp., Hastings, Michigan, Piston rings, Casite, N. & S. Agency: Keeling & Company, Indianapolis. D-C.

HAYSMA Co., Chicago, Hay fever remedy. S. Agency: O'Neil, Larson & McMahon, Chicago.

HEBREW EVANGELIZATION SOCIETY, Los Angeles, (religious). S. Agency: Tom Westwood Adv., Los Angeles.

LOU HEFT & Co. Inc., Montreal (Migo shirts & men's sportswear) N. Agency: Russell T. Kelley Ltd., Toronto.

H. J. HEINZ CO., Pittsburgh (57 Variety Foods & Swerl Suds). N. Agencies: Maxon Inc., Detroit; MacLaren Adv., Toronto.

HELBROS WATCH Co., N. Y. N. Agency: William H. Weintraub & Co., New York.

HELLER BROS. Co., New York, Vegetables and Fruits. S. Agency: John A. Finneran, New York.

HELMS BAKERIES, Los Angeles, Home-delivered baked products. S. Agency: Dana Jones Co., Los Angeles.

HENKEL FLOUR MILLS, Detroit. Velv Cake Flour, Robin Hood Flour, panca mix. Agency: H. W. Kastor & So Chicago.

DR. HESS & CLARK, Ashland, O., liv stock tonic. S. Agency: N. W. Ayer & Son, Philadelphia. D-C.

CHRISTIAN HEURICH BREWING C Washington, D. C. Beer. S. Agenc Romer Adv. Inc., Wash.

HILLS BROS., New York, Dromeda Mixes. S. Agency: Blow Co., New York

CHARLES E. HIRES Co., New Yor Hires Root Beer. N. Agency: N. W. Ay & Son. D-C

HIRSCH BROS. & CO., Louisvil Ky., Soups, mayonnaise, chili, pickl catsup. Agency: R. C. Riebel Ad Louisville.

DR. HISS CLINIC, Los Angeles, Cali Shoes. N. Agency: Honig-Cooper, L.A.

HOBERG PAPER MILLS, Green Ba Wisc. (Charmin facial, bathroom ti sues) R. Agency: Cramer-Krasselt C Milwaukee.

HOEFLER CANDY Co., San Francisc S. Agency: Frank Wright National C San Francisco.

E. A. HOFFMAN CANDY CO., L.A. Agency: The Mayers Co., L.A.

R. M. HOLLINGSHEAD Corp., Camde N. J., Whiz Motor Rhythm, Whiz Flo Wax and Whiz-Off Cleaner. N. & Agency: Aitken-Kynett Co., Philadelphia.

HONEY BEE Co., Chicago, Potato Chi S. Agency: Newby & Peron, Chicago.

HOOKER GLASS & PAINT MFG. C Chicago, Hooker Paints, varnish enamels. S. Agency: Goodkind Joice Morgan, Chicago.

GEORGE A. HORMEL & CO., (fo products) Austin, Minn. N. Agenc BBDO, Mnpls.

HORNBLOWER & WEEKS, New Yo investment house. S. Agency: Wil Frazee & Davenport, N.Y.

HORWITZ & DUBERMAN, New Yor Junior Miss fashions. N. Agency: Ste ling Adv., New York.

HOUSE OF DELICACIES, New Yo French kettle onion soup. N. Agenc Emil Mogul Co., N.Y.

HOUSE OF OLD MOLINEAUX, Bost wines. N, S. Agency: Hirshon-Garfiel Boston.

HOUSEHOLD FINANCE Corp., Chica S. Agency: LeVally, Inc., Chi.

HOUSEHOLD FINANCE Corp., Cana Toronto (loans). N. Agency: LeVa Inc., Chi.

HUBBARD MILLING Co., Mankat Minn., Hubbard's Sunshine Conce trates, Mother Hubbard Enriched Flo S. Agency: Foulke Agency, Minneapo

HUDNUT SALES Co., Inc., New Yo Hudnut-DuBarry Success School—co metics. S. Agencies: G. Lynn Sum Co., N. Y.; Kenyon & Eckhardt, N. Kieswetter, Wetterau & Baker Inc., N Blow Co., N.Y.; James Fisher, Toro D-C.

HUDSON'S BAY Co., Winnipeg, Dep ment stores. N. Agencies: Cockf Brown & Co., Winnipeg; F. H. Hayhu Co., Toronto.

HUDSON COAL CO., Scranton, Pa., C N. Agency: Clement Co., Philadelp D-C.

HUDSON DEALERS OF SOUTHE CALIF., Los Angeles. R. Agency: Irw McHugh Adv., L. A.

HUDSON MOTOR CAR CO., Detroit Agency: Brooke, Smith, French & D rance, Detroit. D-C.

HUNT FOODS Inc., Los Angeles, C Hunt's food products. N. S. Agen Young & Rubicam, Hollywood.

HUNT's Ltd., Toronto, Chain Ca Shops and Restaurants. S. Agency: E Adv. Co., Toronto.

HY-PHEN Corp., Mataoka, W. Va., Hy-Phen tablets. S.

I

IDEAL Co., Waco, Tex., Architectural Woodwork (Built-In), Building Millwork, Ideal Step-Saving Kitchen, N Agency: Richard Bush Adv., Waco.

ILLINOIS BAKING, Chicago, Safe-T Cones. S. Agency: Sibert Co., Chi.

ILLINOIS MEAT Co., Chicago, Meats S TV. Agencies: Arthur Meyerhoff & Co Chicago; B. Meier & Son Inc., N. Y D-C.

IMPERIAL OIL Ltd., Toronto. Gasoline, oils, tires, batteries. N. Agency: MacLaren Adv., Toronto.

IMPERIAL PRODUCTS Co., Philadelphia, Pa., Air-Oma, Dee-Tee. S. Agency: Solis Cantor Agency, Phila.

IMPERIAL SUGAR Co., Sugar Land, Tex., Imperial Pure Cane Sugar; Extra Fine Granulated Sugar, Confectioners Powdered Sugar, Old Time Brown Sugar. N. Agency: Tracy-Locke Co., Inc., Dallas.

IMPERIAL TOBACCO Co., Montreal, cigarettes. S. Agency: Whitehall Broadcasting, Montreal.

INDEPENDENT DRUGGISTS ASSN., Toronto (retail stores) R. Agency: J. J. Gibbons Ltd., Toronto.

INDIAN RIVER MEDICINE Co., Lafollette, Tenn., Scalf's Indian River medicine, Herbal Stomachic. S.

INDIANA STATE DEPT. OF COMMERCE AND PUBLIC RELATIONS, Indianapolis, Ind., State of Indiana. S.

INDUSTRIAL MFG. Corp., Los Angeles, Insect-O-Blitz. N. Agency: Lockwood-Shackelford, L.A.

INDUSTRIAL TAPE Corp., New Brunswick, N. J., Bondex hot iron mending tape. S. Agency: Kenyon & Eckhardt, N.Y.

INTERCHEMICAL Corp., Finishes Division, New York. Paints, dyes and oil cloths. S. Agency: Fuller & Smith & Ross, N.Y.

INTERNATIONAL BUSINESS MACHINES Corp., New York. (Joint Sponsorship), Business Machines. N. Agency: Cecil & Presbrey, N.Y.

INTERNATIONAL HARVESTER Co., Motor Trucks & Farm Machinery. N. Agencies: McCann-Erickson, N.Y.; Arnold & Co., Boston. D-C

INTERNATIONAL LATEX CORP., Dover, Del. (Playtex girdles). S. Agency: Foote, Cone & Belding, N.Y.

INTERNATIONAL MILLING Co., Minneapolis. Robin Hood flour, Velvet cake flour, Velvet pancake flour. Agencies: H. W. Kastor & Sons, Chi.; Crook Adv. Agency, Dallas.

INTERNATIONAL PICTURES, New York. Moving Pictures. S. Agency: Buchanan & Co., N.Y.

INTERNATIONAL SILVER Co., Meriden, Conn. Sterling & 1847 Rogers Bros. Silver. N. Agencies: Young & Rubicam, N.Y.; Newell-Emmett Co., N.Y.

INTERNATIONAL SILVER Co. of Canada, Hamilton, Ont. S. Agency: Young & Rubicam, Montreal.

INTERSTATE BAKERIES Corp., Kansas City, Mo. Weber's bread. S. Agencies: Dan B. Miner Co., L.A.; R. J. Potts-Calkins & Holden, Kansas City, Mo.

INTERSTATE ENGINEERING CORP., El Segundo, Calif., Vacuum cleaners. S. Agencies: Frazar & Hansen, Export Agts., S.F.; Honig-Cooper, L.A.

INTERSTATE LABS, INC., Louisville (Oculine-eye preparations) R. Agency: L. W. Roush Co., Louisville.

INTER-STATE NURSERIES, Hamberg, Iowa, Nursery Stock & Seeds.

IODENT CHEMICAL Co., Detroit, Mich., Iodent tooth paste and powder. N. Agency: Grant Adv., Detroit.

IOWA DAIRY INDUSTRY COMMISSION, Des Moines. Dairy Products. N. Agency: Blakemore Co., Des Moines.

IOWA MASTER BREEDERS Inc., Onawa, Ia., poultry supplies. S. Agency: Coles, Inc., Des Moines, Iowa.

IOWA SOAP Co., Burlington, Ia., Magic Washer, Nola Flakes, Protex Toilet Soap, Nola Toilet Soap. S. Agencies: Goodkind, Joice & Morgan, Inc., Chi.; McKee & Albright, Phila.; Weston-Barnett Inc., Waterloo, Ia.

IROQUOIS BEVERAGE Corp., Buffalo N. Y., Iroquois ale, beer. N. S. Agency: Baldwin, Bowers & Strachan, Buffalo.

ITALIAN SWISS COLONY, San Francisco (table wines). S. Agency: Platt-Forbes Inc., N.Y.

J

J. I. FANCY FROZEN FOODS, Stockton, Calif. N. Agency: Garfield & Guild, S.F.

JACKSON BREWING Co., New Orleans. Jax Beer. R. Agency: Anfenger Agency, St. Louis.

JACQUES MFG. Co., Chicago. KC Baking Powder. N. S. Agencies: MacFarland, Aveyard & Co., Chi.; Gordon Best Co., Chi.

JAMES MFG. Co., Fort Atkinson, Wis. Agency: Klau-Van Pietersom-Dunlap.

JAVEX MANUFACTURING CO., Toronto (Javex cleaner). N. Agency: MacLaren Adv., Toronto.

ANDREW JERGENS Co., Cincinnati, O., Woodbury soap, powder and cream, Jergens lotion. N. S. Agencies: Robert Orr & Assoc., N.Y.; Gotham Adv. Co., N.Y. (export adv.)

JOHNS-MANVILLE Corp., New York, Building Materials, Insulations, Power Products, and Brake Linings. N. Agency: J. Walter Thompson Co., N.Y. D-C.

JOHNSON & JOHNSON, New Brunswick, Red Cross Division Surgical Dressings N. Agencies: Young & Rubicam, N.Y. & Montreal; N. W. Ayer & Son, Phila.; Noyes & Sproul, N.Y.; Wm. Hart Adler Inc., Chicago.

S. C. JOHNSON & SON, Racine, Wisc., paste, liquid wax and cream wax; Glo-Coat, Carnu. N. Agencies: Needham, Louis & Brorby, Chi.; Erwin, Wasey & Co., London (export).

S. C. JOHNSON & SON, Brantford, Ontario (wax). N. Agencies: Vickers & Benson, Montreal; Needham, Louis & Brorby, N.Y.

J. W. JONES Co., Caledonia, N. Y., Sunny Sol Household Bleach, Sunny Sol Magic Crystals. Agency: Armand S. Weill Co., N.Y.

JUNG ARCH BRACE Co., Cincinnati, O., Keyes corn pads and plasters. S. Agency: H. W. Kastor & Sons Co., Chi.

K

K-R-O Co., Springfield, O., K-R-O Red Squill Powder, Bis-Kit Form. Agency: Erwin, Wasey & Co., Chicago.

KAEMPFER'S, Chicago, Ill., Bird and pet foods. S. Agency: George H. Hartman, Chi.

KAISER-FRAZER CORP., Willow Run, Mich. N. Agencies: Wm. Weintraub & Co., N.Y.; Morris F. Swaney, Inc., Chi. D-C.

KATZ DRUG Co., Kansas City, Drugs. S. Agency: Bruce B. Brewer & Co., Kansas City, Mo.

KAY PREPARATIONS, New York, Formula 301. S. Agency: Irving Rosen Adv., N.Y.

JULIUS KAYSER & CO., New York (Kayser Hosiery). N. TV. Agency: Cecil & Presbrey Inc.; Canadian Adv. Agency, Montreal.

KEELEY BREWING Co., Chicago. TV. Agency: Schwimmer & Scott, Chicago.

KELITE PRODUCTS Inc., Los Angeles, Kenu. N. Agency: Little & Co., L.A.

KELLOGG Co., Battle Creek, Mich., Breakfast food. N. S. Agencies: Kenyon and Eckhardt, N.Y. & Chicago; N. W. Ayer & Son, Phila.; Klau-Van Pieterson-Dunlap, Milwaukee.

KELLOGG CO. OF CANADA, London, Ont., cereals. S. Agencies: J. Walter Thompson Co., Toronto; Kenyon & Eckhardt, Montreal.

KELLY BROS. NURSERIES, Dansville, N. Y., seeds, nursery stock. Agency: Baldwin-Bowers and Strachen, Buffalo.

KELLY DOUGLAS & Co., Ltd., Nabob Tea. N. Agency: Stewart-Lovick & McPherson, Vancouver.

KELVINATOR DIV., Nash-Kelvinator Corp., Detroit. N. TV. Agency: Geyer, Cornell & Newell, N.Y. D-C.

KENDALL MFG. Co., Lawrence, **Mass.**, New Speed Soapine. N. S. Agency: Kastor, Farrell, Chesley & Clifford, N.Y.

ELIZABETH KENT Co., New York, Cosmetics. S.

KENT PRODUCTS Co., Chicago, **Kent Glass Coffee Maker Sets, Electric Stoves,** Electric Toasters. S. Agency: Kuttner & Kuttner, Chi.

KERR GLASS MFG. Corp., **Los Angeles.** Mason jars. S. N. Agency: Lennen & **Mitchell, Beverly Hills, L.A.**

KEYSTONE VARNISH Co., **New York,** Agency: Blackstone Co., N.Y. D-C.

C. M. **KIMBALL**, Co., Boston, Red Cap cleaner. N. Agency: Hoag & Provandie Inc., Boston.

KING KAR SUTTON, Columbus, Ohio (used cars) R. Agency: Harry J. Wendland Adv., L. A.

KINGSBURY BREWERIES Co., Manitowoc, Wis., pale beer. Agency: Christiansen Adv. Agency, Chi.

KIP Corp., Ltd., Los Angeles, Calif., Kip. S. Agency: Philip J. Meany Co., L.A.

KIRKMAN & SON DIVISION, COLGATE-PALMOLIVE-PEET Co., Brooklyn, N. Y., Kirkman Flakes and Complexion Soap. N. Agency: Newell Emmett & Co., N.Y.

KIRSCH'S BEVERAGES, Brooklyn, N. Y. N. S. Agency: Morris Adv. Agency, Brooklyn.

KLEIN CHOCOLATE CO. Elizabethtown, Pa. (Nic-L-Nut Chocolate Bar) S. Agency: Frank L. Blumberg, Baltimore.

(Continued)

THE
BRANHAM
COMPANY

representing

RADIO
WMOB Mobile, Ala.
WLAY Muscle Shoals, Ala.
KTHS Hot Springs, Ark.
KFMB San Diego, Calif.
WGBA Columbus, Ga.
KWKH Shreveport, La.
WRBC Jackson, Miss.
WCPO Cincinnati, Ohio
KBYE Oklahoma City, Okla.
WDEF Chattanooga, Tenn.
WTJS Jackson, Tenn.
WNOX Knoxville, Tenn.
WMC Memphis, Tenn.
KRIC Beaumont, Texas
KWBU Corpus Christi, Texas
KAND Corsicana, Texas
KRLD Dallas, Texas
WCHS Charleston, W. Va.
WBLK Clarksburg, W. Va.
WSAZ Huntington, W. Va.
WPAR Parkersburg, W. Va.
TELEVISION
WEWS-TV Cleveland, Ohio
WMCT Memphis, Tenn.

CHICAGO
NEW YORK
DETROIT
DALLAS
ATLANTA
CHARLOTTE
ST. LOUIS
MEMPHIS
SAN FRANCISCO
LOS ANGELES

In the
4,000,000
Los Angeles
MARKET

KXLA

with
10,000 watts
on
1110 Kc

Can do
A
REAL
JOB
for YOU!

We're loaded with
local business . . .
. . . have no
Nat'l. Rep. . . .
but your
inquiry will
be welcomed.

KXLA

10,000 on 1110

DIRECTORY OF NATIONAL AND REGIONAL ADVERTISERS

(Continued)

KNOMARK MFG. Co., Brooklyn. Esquire Boot Polish. S. Agency: Emil Mogul Co., N.Y.

E. L. KNOWLES, Inc., Springfield, Mass. Rub-ine liniment. S. Agency: Chas. Sheldon Adv., Springfield, Mass.

KNOX Co., Los Angeles, Cystex, Mendaco Romind. N. & S. Agency: Allen C. Smith Adv. Agency, Kansas City.

KOENIG MEDICINE Co., Chicago, Ill., Koenig's Nervine.

KORAL LABS., Mt. Vernon, N. Y., Koral toothpowder. S. Agency: L. H. Hartman Co., N.Y.

KORET OF CALIFORNIA, San Francisco (women's sportswear). Agency: Abbott Kimball Co., N.Y. D-C.

KRAFT FOODS Co., Chicago, Kraft Cheeses, Parkay Margarine, Velveeta, Philadelphia Brand Cream Cheese, Kraft Salad Products, Kraft Powdered Whole Milk, Miracle Whip, Kraft Cream Cheese Spreads. N. S. TV. Agencies: J. Walter Thompson Co., Needham, Louis & Brorby, Dancer-Fitzgerald-Sample, all Chi.

KREML HAIR TONIC, New York. Agency: Erwin, Wasey & Co., New York.

S. S. KRESGE Co., Detroit. N. Agency: Maxon Inc., Detroit.

KRETOL Co., Washington, D. C., Household insecticide, deodorant. S. Agency: M. Belmont ver Standig, Wash., D. C.

KRISPY KREME DOUGHNUT Co., Winston-Salem, N. C. S. Agency: Herman Halpern Adv. Co., Winston-Salem, N. C.

KROGER Co., The, Cincinnati O., Kroger's Clock Bread, Kroger's Tenderay Beef. S. Agency: Ralph H. Jones Co., Cincinnati.

G. KRUEGER BREWING CO., Newark, N. J. (beer & ale). N. S. TV. Agency: Benton & Bowles, N.Y. D-C.

L

L. B. LABORATORIES, Inc., Los Angeles, L. B. Hair Oil. N. Agencies: Glasser-Gailey & Co., L. A.; Irwin-McHugh Adv., Hollywood; Mayers Co., L. A.

LACO PRODUCTS, Waltham, Mass., Laco Castile soap and shampoo. S. Agency: Dorland Inc., N. Y.; Kastor, Farrell, Chesley & Clifford, N. Y.

LADY ESTHER, Ltd., Chicago, Cosmetics, S-N. Agency: Ruthrauff & Ryan, Chicago. D-C

LA FLOREAL PERFUME Co., Los Angeles. Perfumes. S. Agency: Advertising & Sales Council, L. A.

LAMBERT PHARMACAL Co., New York St. Louis, Listerine Toothpowder. N. S. Agency: Lambert & Feasley, New York.

LAMBERT PHARMACAL Co., Toronto. Listerine toothpaste. N. Agency: Lambert & Feasley, N. Y.

LAMONT, CORLISS & Co., New York. Nestle's Chocolate prod. & Pond's Toilet preps. N. Agencies: J. Walter Thompson, N. Y.; Cecil & Presbrey Inc., N. Y.

LAMONT CORLISS & Co., Toronto (Ponds cosmetic products). N. Agency: J. Walter Thompson Co., Toronto.

CHAS. E. LANE & Co., St. Louis, Lane's Pills. S. Agency: Jasper, Lynch & Fishel Inc., N. Y.

LANGENDORF UNITED BAKERIES, San Francisco. Bakery Products. S. N. Agencies: J. Walter Thompson Co., S. F.; Honig Cooper Co., S. F.

V. LaROSA & SONS (LaRosa macaroni, spaghetti, egg noodles & pastina) N. Y. Agency: Kiesewetter, Wetterau & Baker Inc., N. Y.

LARUS & BROS., Richmond, Chelsea Cigarettes & Edgeworth Tobacco, Alligator Cigarettes. N. Agencies: Warwick & Legler, New York; Duane Jones Co., N. Y.; Robt. Otto & Assoc. Inc., N. Y.

LAURENTIAN AGENCIES, Montreal (Air-Wick). S. Agency: McKim Adv., Montreal.

H. P. LAU Co., Lincoln, Neb., Milady Coffee, Blackbird foods, S. Agency: Direct.

LEAF GRAND Inc., Chicago Leaf Chewing gum. N. S. Agency: Bozell & Jacobs, Inc., Chicago.

LEAM PUBLISHING Corp., New York, Two to Six Magazine. S. Agency: Direct.

LEAR Inc., Grand Rapids, Mich., Home radio division, N. Agency: Irving J. Rosenbloom Adv., Chicago.

FRANK H. LEE Co., Danbury, Conn., Lee hats. N. Agencies: William H. Weintraub, N. Y.; Grey Adv., N. Y.

LEHIGH NAVIGATION COAL Co., Phila. Agency: Lewis & Gilman Inc., Phila.

LEHN & FINK PRODUCTS Corp., N. Y. Dorothy Gray cosmetics. Hinds Honey & Almond Cream, Etiquet, Pebco. N. Agencies: McCann-Erickson, N. Y.; Lennen & Mitchell, N. Y.; Grey Adv. N. Y. & Spitzer & Mills, Toronto; Duane Jones Inc., N. Y.; D'Arcy Adv., N. Y. (export). D-C.

GEORGE H. LEE Co., Omaha, stock and poultry remedies. S. Agency: Allen & Reynolds Adv., Omaha.

DR. L. D. LEGEAR MEDICINE Co., St. Louis, Poultry Prescription, Stock Powder, Hog Prescription, Cow Prescription, A-A Poultry Tabs. Calf Vitamins. S. Agency: Simmonds & Simmonds, Chicago. D-C.

LEKTROLITE CORP., N. Y. (flameless cigarette lighters) R. S. TV. Agency: Bermingham, Castleman & Pierce, Inc., N. Y.

LEVER BROS. Co., Cambridge, Mass., Lifebuoy Soap, Rinso, Lux Toilet Soap & Flakes, Breeze. N. S. Agencies: Ruthrauff & Ryan, New York; J. Walter Thompson Co., New York; Young and Rubicam, New York; Federal Adv. Agency, N. Y.; National Export Adv. Service, N. Y.; Sullivan, Stauffer, Colwell & Bayles; Day, Duke & Tarleton Inc., N. Y.

LEVER BROS. Ltd., Toronto. N. Agencies: J. Walter Thompson Co., Toronto; Ruthrauff & Ryan, N. Y.; Day, Duke & Tarleton, N. Y.

LEWIS FOOD Co., Los Angeles, dog and cat food. Agencies: Lennen & Mitchell, Beverly Hills; Rocket & Lauritzen, L. A.

I. LEWIS CIGAR MFG. Co., Newark, N. J., La Coronado, Flor De Melba and John Ruskin Cigars, N. Agency: Lewis Adv., Newark.

LEWIS-HOWE Co., St. Louis, Mo., Tums, Natures Remedy, N. Agency: Roche, Williams & Cleary Inc., N. Y. and Chi.

LEWIS-HOWE Co., Windsor, Ont. Nature's Remedy and Tums. S. Agency: Grant Adv. of Canada, Toronto.

LIBBY, McNEILL & LIBBY, Chi., Canned Goods. N. Agencies: J. Walter Thompson Co., Chi., McConnell, Eastman Co., Toronto.

LIBERTY CHERRY & FRUIT Co., Covington, Ky. S. Agency: Joseph Adv., Cinn.

LIBERTY CHERRY & FRUIT Co., Toronto. S. Agencies: James Fisher Co., Toronto; Jesse M. Joseph Adv., Cinn.

LIFE SAVER CORP., Port Chester, N. Y. (candy) S. Agencies: Young & Rubicam, N. Y.; McKee & Albright, Phila.; Young & Rubicam, Toronto.

LIGGETT & MYERS TOBACCO Co., New York, Chesterfield Cigarettes. N. TV. Agency: Newell Emmett Co., N. Y.

L. K. LIGGETT Co., Toronto, chain drug stores. R. Agency: Ronalds Adv., Toronto.

LINCO PRODUCTS DIST. Co., Chicago Linco, Juno, S. Agency: Schwimmer & Scott, Chicago.

LIONEL CORP., New York. TV. Agency: Reiss Adv., N. Y.

THOMAS J. LIPTON Co., Hoboken, N. J., tea and soups. S. Agencies: Young & Rubicam, New York; Ruthrauff & Ryan, N. Y.; Vickers & Benson, Montreal.

LITTLE CROW MILLING Co., Warsaw, Ind., Coco Wheats. N. Agency: Rogers & Smith Co., Chicago.

LIVE FOOD PRODUCTS Co., Burbank, Cal., Health Foods. S. Agency: The Mayers Co., Los Angeles.

LOCKHEED AIRCRAFT Corp., Burbank, Cal., Transportation. N. Agency: Foote, Cone & Belding, Los Angeles.

LOMA LINDA FOOD PRODUCTS, Arlington, Cal., Ruskets. S. Agency: Elwood J. Robinson Adv. Co., Los Angeles.

LONGINES-WITTNAUER WATCH Co., New York N. S. Agency: Victor A. Bennett Co., N. Y. D-C.

LOOK MAGAZINE, N.Y. S. Agency: McCann-Erickson, N. Y.

LORD DAVENPORT PIPES, Ltd., New York. S. Agency: Byrne, Harrington & Roberts, N. Y.

LORIE LTD., Toronto. Watches. S. Agency: Ellis Adv., Toronto.

P. LORILLARD Co., New York. Old Gold & Embassy cigarettes, S-N. TV. Agencies: Lennen & Mitchell, N.Y.; Geyer, Cornell & Newell, N.Y.

LOS ANGELES BREWING CO., L.A. (Eastside beer) R. Agency: Lockwood-Shackelford Adv., L. A.

LOS ANGELES SOAP Co. and/or WHITE KING SOAP Co., Los Angeles, White King Granulated Soap, Sierra Pine Toilet Soap, Scotch Triple Action Cleanser. Agency: Raymond R. Morgan Co., Hollywood.

M. LOUIS HAIR DESIGN INSTITUTE, New York, Eggnog Shampoo. S.

JOE LOWE Corp., N. Y., Popsicle, Agency: Blaine-Thompson Co., N. Y.

LUCKY TIGER Mfg. Co., Kansas City. Agency: Hill Blackett & Co., Chicago.

LUDENS Inc., Reading, Pa., menthol cough drops, honey-licorice drops, Cocillana drops. S. N. Agency: J. M. Mathes Inc., New York.

LUER PACKING Co., Los Angeles. Canned meat products. S. Agency: Dan B. Miner Co., L. A.

GEORGE W. LUFT Co., New York, Tangee and cosmetics, S. N. Agencies: Warwick & Legler, N. Y.; Robt. Otto & Assoc., N. Y. (export).

LUMBERMAN'S MUTUAL CASUALTY Co., Chicago, Insurance. N. Agency: John W. Shaw, Inc., Chicago.

LUTHERAN LAYMEN'S LEAGUE, St. Louis, Religion. Agencies: Gotham Adv. Co.; Pan American Broadcasting Co., New York.

M. LYON & Co., Kansas City, Mo., Wool, furs, hides. Agency: Direct.

LYON VAN & STORAGE Co., Los Angeles. S. R. Agencies: BBDO, Los Angeles, & Smalley, Levitt & Smith, L. A.

M

M. J. B. Company, San Francisco, coffee & tea. N. Agency: BBDO, S.F.

M & M Ltd., Newark, N. J., M & M Candy, S. Agency: Compton Adv., N.Y.

M & N CIGAR MFRS., Cleveland, Student Prince Cigars. Agency: Ohio Adv., Cleveland.

MACDONALD TOBACCO Co., Montreal, Tobacco. S. Agency: Harold F. Stanfield Ltd., Montreal.

MAGGI Co., New York, Seasonings. S. Agency: Needham & Grohmann, New York.

MAIL POUCH TOBACCO Co., Wheeling, W. Va., Mail Pouch chewing tobacco, Kentucky Club smoking tobacco, N. Agency: Walker & Downing, Pittsburgh.

MAINE DEVELOPMENT COMMISSION Promotion of Agricultural, Sea Food and Poultry Products, N. Agency: Brooke, Smith, French & Dorrance, N.Y.

MANHATTAN SOAP Co., N. Y., Sweetheart Toilet Soap, Blu-White. N. S. Agency: Duane Jones Co., N.Y.

MANTLE LAMP CO. OF AMERICA, Chicago, Aladdin lamps. S. Agency: Wm. Hart Adler Inc., Chicago. D-C

MANTLE LAMP CO. OF AMERICA, Toronto (Aladdin lamps) Agency: Locke, Johnson Co., Toronto.

MAPLE LEAF MILLING Co., Toronto, flour. S. Agency: Cockfield, Brown & Co., Toronto.

MARINE ELECTROLYSIS ELIMINATOR Co., Seattle (Red Devil soot remover). R. S. Agency: Penman-Neil Adv., Seattle.

MARINE TRUST Co., Buffalo, Banking service. S. Agency: BBDO, Buffalo.

MARLIN FIREARMS Co., New Haven, Razor Blades. S. Agency: Craven & Hedrick, N.Y.

MARS, Inc., Chicago. Candy. S. N. Agency: Grant Adv., Chicago.

MARSHALL DRUG Co., Philadelphia. Agency: Abner J. Gelula & Assoc., Philadelphia.

MARTIN FOOD PRODUCTS INC., Chicago. R. Agency: Morris F. Swaney.

MARTIN-SENOUR Co., Chicago, Ill., Paints, varnishes. Agency: MacFarland, Aveyard & Co., Chi. D-C.

JOS. MARTINSON & Co., Inc., New York, Martinson's coffee. Agencies: Neff-Rogow, Inc., New York; Al Paul Lefton Co., New York.

MARYLAND PHARMACEUTICAL Co., Baltimore, Md., Rem. S. Agency: Joseph Katz Co., Baltimore.

MASON, AU & MAGENHEIMER CONF. MFG. Co. Inc., Brooklyn, N. Y., R. Agency: Moore & Hamm Adv., N.Y.

MASSACHUSETTS RADIO & TELEGRAPH SCHOOL, Boston, school. Agency: N. W. Ayer & Son, Boston.

MATUSEK ACADEMY OF MUSIC, Chicago. Music stores. R. TV. Agency: Salesvertising Assoc., Chi.

MAX FACTOR & Co., Los Angeles, cosmetics. S. Agency: A. Carman Smith Inc., Los Angeles.

EARL MAY SEED Co., Shenandoah, Ia., nursery stock, seeds. S. Agency: Conley Adv., Chicago.

MAYFLOWER HOTEL, Akron, Ohio. Terrace Room, S. Agency: Koehl, Landis & Landon, Cleveland.

McCOLL-FRONTENAC OIL Ltd., Montreal, oil and gasoline. N. Agency: Ronalds Adv. Agency, Montreal.

McCONNON & Co., Winona, Minn., Mack-O-Blend insecticide. S. Agency: Cramer-Krasselt Co., Milwaukee.

McCOY'S WILSHIRE, Beverly Hills. Imperial washable wallpapers. S. Agency: Atherton & Co., Los Angeles.

McKESSON & ROBBINS, Bridgeport, Calox toothpowder, Bax, Bexel Vitamin B Complex. S. N. Agencies: J. D. Tarcher Co., New York; Ellington & Co., New York; Benton & Bowleys, New York. D-C.

W. F. McLAUGHLIN & Co., Chicago, Manor House Coffee. S. Agency: Sherman & Marquette Inc., Chicago.

McMAHAN FURNITURE STORES, Los Angeles, House Furnishings. N. M-C-M Adv. Agency, Santa Monica, Cal.

B. MEIER & SON, New York. Golden Center Toasted Wheat Germ. S. Agency: H. C. Morris Adv., New York.

MEM Co., New York, Mem toiletries. S. Agency: Ellis Adv., N.Y.

MENNEN Co., Newark, Lather Shave Cream & Brushless Shave Cr. S-N Agencies: Duane Jones Co., New York; Grey Adv., Irwin Vladimir & Co., New York, & A. J. Denne & Co., Toronto.

MENTHOLATUM Co., Buffalo. Mentholatum, N. S. Agencies: J. Walter Thompson Co., N. Y.; Export Adv. Agency, Chicago.

MERCANTILE-COMMERCE BANK & TRUST Co., St. Louis, Mo., Banking, trust, safe deposits, loans. Agencies: Oakleigh R. French & Assoc., St. Louis; Albert Frank-Guenther Law, New York.

MERRILL LYNCH, PIERCE, FENNER & BEANE, New York. Investment firm. S. Agency: Albert Frank-Guenther Law, New York.

METRO-GOLDWYN-MAYER, New York, Moving Pict. S. Agency: Donahue & Co., New York.

MET-WO INDUSTRIES LTD., Toronto. S. Agency: Gary J. Carter of Canada Ltd., Toronto.

METROPOLITAN LIFE INS., New York. N. Agency: Young & Rubicam, New York.

METROPOLITAN ICE CO., Boston Agency: Ruthrauff & Ryan.

MEYER & WELCH, Los Angeles. (Ford, Mercury distributors). R. Agency: Ad Assoc., Los Angeles.

MICHIGAN BULB Co., Grand Rapids, flower bulbs. Agency: O'Neill, Larson & McMahon, Chicago.

MICHIGAN MUSHROOM Co., Niles, Mich., fresh and canned mushrooms, canned soup, asparagus, tomatoes, peaches. Agency: L. W. Ramsey Co., Chicago.

MICHIGAN MUTUAL LIABILITY Co., Detroit Casualty insurance. S. Agency: Wm. I. Denman Inc., Detroit.

MICHIGAN STATE APPLE COMMISSION, Lansing, Mich., Apples, S. Agency: Brooke, Smith, French & Dorrance, Detroit.

MID CONTINENT AIRLINES, Inc., Kansas City, Air transportation. S. Agency: Bruce & Brewer Co., Kansas City, Mo.

MID-CONTINENT PETROLEUM Corp., Tulsa, Okla., D-X Motor Fuel, D-X Motor Oil, Diamond Motor Oil. Agency: Potts-Calkins & Holden, Kansas City.

LOUIS MILANI FOODS, Maywood, Calif. 1890 French Dressing, DeCisco Dressing. Agencies: Smith, Bull & McCreery Adv., Hollywood.; C. J. LaRoche & Co., L.A.; Garfield & Guild, S.F.

MILES LABS, Elkhart, Ind., vitamin tablets, Nervine, Anti-Pain pills, Alka-Seltzer. N. S. Agencies: Wade Adv. Co., Chicago; Ruthrauff & Ryan, Chicago; Robert, Otto & Assoc., New York; Zimmer-Keller Inc., Detroit.

MILES LABS, Toronto, Alka-Seltzer, One-A-Day Vitamins. Agency: Cockfield, Brown & Co., Toronto.

I. MILLER & SONS, Long Island City, N. Y., shoes. S. Agency: Diener & Dorskind, N. Y.

MILROSE PRODUCTS Co., New York, Rad Cleanser. S. Agency: Frederick-Clinton Co., N.Y.

MINNESOTA VALLEY CANNING Co., Le Sueur, Minn. (canned vegetables) Agency: Leo Burnett Co.

MINUTE MOP Co., Chicago, Minute Mop & Drainer, Soap Bank, cellulose sponge products, Agency: Guenther-Bradford, Chicago.

MISS SWANK, INC., New York. Miss Swank slips & pajamas. N. Agency: Ben Sackheim Inc., N.Y.

MISSION HOSIERY MILLS, Los Angeles.

MISSION PAK Co., Los Angeles, California. Glazed and candied fruits. Agency: Brisacher, Wheeler & Staff, L.A.

MODE O'DAY Corp., Los Angeles (retail dress chain). R. Agencies: Brisacher, Wheeler & Staff, L.A.; Glasser-Gailey Inc., L.A.

MODGLIN Co., (Perma-Broom) L.A. N. Agency: W. Earl Bothwell, L.A.

H. MOFFATT CO., San Francisco (Manteca Fed Beef) N. Agencies: Makelim Assoc., Hollywood; Honig-Cooper Co., S.F.

S. A. MOFFETT Co., Los Angeles, Polar Brand Frosted Foods. N. Agencies: Honig-Cooper Co., Seattle; Erwin, Wasey & Co., Inc., Seattle.

MOLSON'S BREWERY, Montreal. N. Agency: Cockfield, Brown & Co., Montreal. N.

MONOGRAM MFG. Co., Los Angeles (Plasti-Craft curlers). Agency: Western Adv., Los Angeles.

MONTGOMERY WARD, Chicago. Department Store. R. S. Agency: Foote, Cone & Belding, Chicago.

MONTICELLO DRUG Co., Jacksonville, Fla. (666 cough medicine). Agency: Chas. W. Hoyt Inc., N.Y.

BENJAMIN MOORE & Co., New York, Paint. N. Agency: St. Georges & Keyes Inc., New York.

L. H. MOORE CANNING Co., McAllen, Tex. (fruits and vegetables). Agency: Garfield & Guild, San Francisco.

JOHN MORRELL & Co., Ottumwa, Iowa, Red Heart Dog Food. N. Agency: Henri, Hurst & McDonald, Chicago.

PHILIP MORRIS & Co., New York, Cigarettes. N. TV. Agencies: Biow Co. and Cecil & Presbrey, N.Y. Albert Woodley Co., New York.

MOTOROLA INC., Chicago R.TV. Agency: Gourfain-Cobb Agency, Chicago. D-C.

C. F. MUELLER Co., Jersey City, N. J., Macaroni products. S. Agency: Duane Jones, New York.

MUIR CUT RATE DRUGS, Michigan, Ohio, Indiana, and Wisconsin, drugs. S.

MUL-SO-LAX LABORATORIES, Dowagiac, Mich., Mul-So-Lax Patent Medicine.

MURINE Co., Chicago, Murine, S. Agency: BBDO, Chi.; Baker Adv., Ltd., Toronto.

MURPHY PRODUCTS Co., Burlington, Wis., Farm Feeds. S. Agency: Wade Adv., Chicago.

ARTHUR MURRAY SCHOOL OF DANCING, New York. Agency: Ruthrauff & Ryan Inc., N.Y.

ARTHUR MURRAY PACIFIC COAST STUDIOS, Los Angeles. R. S. Agency: Hunter Adv., L.A.

MUSICAL DIGEST MAGAZINE. N. Agency: Kenyon-Eckhardt, New York.

MUSTEROLE Co., Cleveland, O., Musterole. S. Agency: Erwin, Wasey Co., N.Y.

MUTUAL BENEFIT HEALTH & ACCIDENT ASSN., Omaha, Insurance. N. Agency: Ruthrauff & Ryan, Chicago.

MUTUAL BENEFIT LIFE INSURANCE OF NEW JERSEY, Newark, N.J. TV.S. Agencies: Analgraph Assoc., N.Y.; Chas. Dallas Reach Co., Newark.

MUTUAL ORANGE DISTRIBUTORS, Redlands, Cal., Red Gold orange concentrate. S. Agency: J. Walter Thompson Co., Los Angeles.

MYSTIC FOAM Co., Cleveland. Upholstery Cleaner. S. Agency: Carpenter Adv. Co., Cleveland.

N

NASH BROS. DRUG Co., Jonesboro, Ark., chill tonic, cold capsules, purgative tablets, cough syrup. S. Agency: Cole & Co., Memphis.

NASH-KELVINATOR Corp., Detroit, Refrigerators. S. N. TV. Agency: Geyer, Newell & Ganger, N. Y.

NATIONAL BAKERS SERVICES, Inc., Chicago, Hollywood Bread.

NATIONAL BISCUIT Co., New York (Nabisco and Honey Maid graham crackers). N. S. TV. Agency: McCann-Erickson, N.Y. & Hollywood.

NATIONAL BISCUIT Co., San Francisco. Nabisco. N. Agency: Botsford, Constantine & Gardner, S. F.

NATIONAL BOARD OF FIRE UNDERWRITERS, New York. S-N. Agency: J. M. Mathes Inc., N.Y.

NATIONAL CANDY Co., St. Louis, Bob Cat Candy Bar. S. Agency: Oakleigh R. French & Assoc., St. Louis.

NATIONAL DAIRY PRODUCTS CORP. New York (Sealtest products). Agency: N. W. Ayer & Son, N.Y.

NATIONAL DRUG & CHEMICAL CO., Montreal. (C.B.Q. & Pasmore remedies & gin pills). R. S. Agencies: Cockfield Brown & Co.; McKim Adv., Montreal.

NATIONAL ECONOMIC COUNCIL, Chicago, N.

NATIONAL GUARD BUREAU, Wash., D. C. N. Agency: Gardner Adv., St. Louis.

NATIONAL LEAD Co., San Francisco, Dutch Boy Paint. N. Agencies: Honig-Cooper Co., S. F. D-C.

NATIONAL PRESSURE COOKER Co Eau Claire, Wis. R. Agency: Melamed-Hobbs, Minneapolis. D-C.

NATIONAL RADIO INSTITUTE, Washington, D. C., Correspondence course in technical radio. S. Agency: Van Sant, Dugdale & Co. Baltimore.

(Continued)

This Award Voted KMA by 114 Time Buyers...

5th annual awards

For Outstanding Audience Promotion on American Broadcasting Company Programs

This award is made to

KMA

because KMA awarded them a complete PROMOTION and MERCHANDISING JOB

Perfect Proof that KMA Audit Merchandising Assures You of the Radio Results You Need!

In a poll of 114 Advertising Directors and Advertising Agency Account Executives using American Broadcasting Company programs, KMA, Shenandoah, Iowa (184 BMB counties in 6 states) was voted the 1948 Audience Promotion Award. These men recognize nothing but *Sales Results*—the kind which KMA delivered for them. We did it for these top-notch national advertisers and we can do it for you!

We know that the reward of a good job well done is the opportunity to do more and better work. *Let KMA work for you.*

AVERY-KNODEL, INC., National Representative
AMERICAN Broadcasting Co.

960 KC 5000 WATTS

KMA
SHENANDOAH, IOWA

NATIONAL TOILET Co., Paris, Tenn., Nadinola bleach cream. S. Agency: Roche, Williams & Cleary, Chicago.

NEHI Corp., Columbus, Ga. Royal Crown Cola. S. Agency: BBDO, N.Y. D-C.

NESTLE'S MILK PRODUCTS, Inc., New York. (Nesta soluble tea, Nescafe). S. Agencies: Doherty, Clifford & Schenfield, N.Y.; Needham & Grohmann, N.Y.; Compton Adv., N.Y.

NESTLE'S MILK PRODUCTS, LTD., Toronto. (Nescafe). S. Agency: Cockfield Brown & Co., Toronto.

NEUMODE HOSIERY Co., Chicago, Hosiery. S. Agency: George H. Hartman Co., Chicago

NEW ENGLAND CONFECTIONERY Co., Cambridge, Mass. S. Agency: C. J. LaRoche, N.Y. & Chicago.

NEW HAVEN CLOCK & WATCH CO., New Haven. R. Agency: Weiss & Gellar, N. Y.

NEW YORK TELEPHONE Co., New York, toll calls. S. Agency: BBDO, N. Y.

NEWELL GUTRADT Co., San Francisco, Striker's soap. N. Agency: Garfield & Guild. S. F.

NIX COSMETICS Co., Memphis, Tenn. Nix deodorant. S. Agency: Cole & Co., Memphis.

NOMA ELECTRIC CORP., New York. Lamps, Xmas lights, toys, heaters, etc. Agencies: Albert Frank-Guenther Law, Inc., N.Y.; Foster & Davies Inc., Cleveland; Thomas & Delehanty Inc., N.Y.

NOMA ELECTRIC Co., of Canada, Toronto, toys. Agency: MacLaren Adv., Toronto.

NORTHERN ELECTRIC Co., Montreal, radios, electrical appliances. Agency: Harry E. Foster Agencies, Toronto.

NORTHRUP KING & Co., Minneapolis, farm, lawn, garden seeds, feeds. S. Agency: Olmsted & Foley, Minneapolis.

NORWICH PHARMACAL, Norwich, N. Y. Pepto-Bismol. N. Agencies: Kieswetter, Wetterau & Baker, N.Y.; Lawrence C. Gumbinner Adv., N. Y.

NORWICH PHARMACAL CO., Toronto. (Pepto-Bismol). N. Agency: McKim Adv., Toronto.

NOX Co., Los Angeles, Cystex, Mendaco. Los Angeles. Agency: Robert Raisbeck, Hollywood.

NOXZEMA CHEMICAL Co., Noxzema, Noxzema Shave Cream. N. Agency: Sullivan, Stauffer, Colwell, & Bayles, N. Y.

NURSERYTIME PRODUCTS, Brooklyn. TV. Agency: Jules, Mirel, N.Y.

O

O-CEDAR Corp., Chicago, polish. S-N. Agency: Young & Rubicam, Chicago. D-C.

OGILVIE FLOUR MILLS Co., Ltd., Montreal, cereals. S. Agencies: J. J. Gibbons Ltd., MacLaren Adv., & E. W. Reynolds & Co. Ltd., Toronto.

OHIO BELL TELEPHONE CO. R. Agency: McCann-Erickson, Cleveland.

O'KEEFE & MERRITT CO., L.A. (stoves) S. Agency: R. B. Atchison Adv., L.A. D-C.

OLD DUTCH COFFEE Inc., N. Y. Coffee. S. Agency: Peck Adv., N. Y.

OLD JUDGE COFFEE Co., St. Louis, Mo. S. Agency: Glee Stocker & Assoc., St. Louis.

OLD MISSION WINERIES, Los Angeles, Old Mission Wines. S. Agency: Milton Weinberg Adv. Co.

OLDSMOBILE DIV. OF GENERAL MOTORS Corp., Lansing, Mich., Oldsmobile cars, GM Hydra-Matic Drive, General Motors, N-S. TV. Agency: D. P. Brother & Co., Detroit.

OMNIBOOK, New York, Magazine and Book Publishing Co. S. Agency: Huber Hoge & Sons, N. Y.

ONTARIO HYDRO ELECTRIC SYSTEM, Toronto. (conservation campaign for electric current) S.N. Agency: J. J. Gibbons Ltd., Toronto.

O-PEE-CHEE GUM Co., Toronto. Agency: Walsh Adv., Toronto.

ORANGE CRUSH Co., Chicago, Soft Drink. S. Agency: Ruthrauff & Ryan, N. Y. D-C.

OSHKOSH B'GOSH, Inc., Oshkosh, Wis., Overalls and Work Clothing. Agency: Ruthrauff & Ryan, Inc., Chicago.

O'SULLIVAN RUBBER Co., Winchester, Va. Heels and soles. S. Agency: Justin Funkhouser Adv., Baltimore.

OWENS-ILLINOIS GLASS Co., Toledo, Institutional. N. Agencies: J. Walter Thompson Co.; Brooke, Smith, French & Dorrance, Detroit.

OYSTER SHELL PRODUCTS Corp., New York. S. Agency: Cecil & Presbrey, New

P

PABST SALES Co., Chicago, Pabst Blue Ribbon Beer. N. Agencies: Warwick & Leger, Inc., N. Y.; Irwin Vladimer & Co., Chicago.

PACIFIC BREWING & MALTING Co., San Jose, Cal., Wieland's beer. N. S. Agency: Honig Cooper Co., S.F.

PACIFIC COAST BORAX Co., New York. N. Agency: McCann-Erickson, N. Y.

PACIFIC GREYHOUND Co., San Francisco (bus transportation). R. Agency: Beaumont & Hohman, S.F.

PACKARD-BELL Co., Los Angeles (radio & television mfgr.) S. TV. Agency: Abbott Kimball Co. Inc., L.A. D-C.

PACKARD MOTOR Co., Detroit. S. Agency: Young & Rubicam, N.Y. D-C.

PAN-PACIFIC AUDITORIUM, Los Angeles. Agency: Smith, Bull & McCreery, Hollywood.

PAN AMERICAN PETROLEUM Corp., New Orleans, Oil. N. Agency: Jos. Katz Co., Baltimore. D-C.

PAR SOAP Co., Oakland, Calif. (Par Soap). R. Agency: Brisacher, Wheeler & Staff, S.F.

PARAMOUNT PEST CONTROL Co., Oakland, Cal., Insecticide. S. N. Agency: Ad Fried Adv., Oakland.

PARAMOUNT PICTURES Inc., New York, moving pictures. S. Agency: Buchanan & Co., N.Y.

PARFUME WEIL PARIS, New York. S. Agency: Kelley, Nason, Inc., New York.

PARK & TILFORD, New York, Tints and Dyes. S. Agency: Charles M. Storm Co., N.Y.

PARKER BOULDIN Co., St. Paul, Priscilla Parker dual purpose lipstick. S. Agency: Van DeMark Adv., Inc., Mnpls.

PARKER-HERBEX Corp., Stamford, Conn., hair preparations. S. Agency: Charles W. Hoyt Co., N.Y.

PARKER PEN Co., Janesville, Wisc., Parker Pens, Pencils & Quink. N. Agencies: J. Walter Thompson Co., Chi.; Walsh Adv. Co., Ltd., Windsor, Ont.

PARKER WATCH Co., New York. Watches. S-N. Agency: Peck Adv. Agency, N.Y.

JOHN G. PATTON CO., New York. TV. S. Agency: Peter Hilton Adv., N.Y.

PAXTON & GALLAGHER Co., Omaha, Butter-Nut coffee. S. Agency: Buchanan-Thomas Adv., Omaha.

PAYNE FURNACE Co., Beverly Hills, Calif. S. Agency: Knollin Adv. Agency, L.A. D-C.

PEERLESS PEN AND PENCIL Co., New York, pens and pencils. S. Agency: Furman Co., N.Y.; LeLand K. Howe Assoc. Inc., N.Y.

PENNSYLVANIA SALT MANUFACTURING Co., Philadelphia, Pa., Kryocide, lye, Ethel S. Agency: Geare-Marston Inc., Philadelphia.

PENICK & FORD, New York, Br'er Rabbit Molasses. S. Agencies: J. Walter Thompson Co., N. Y.; BBDO, N. Y.

PENNZOIL Co., Los Angeles, Lubricants. N. S. Agency: The Mayers Co., L.A.

PENNZOIL Co., Oil City, Pa. Gasoline, oil, lubricants. Agency: Fuller & Smith & Ross, Cleveland.

PEOPLE'S CREDIT JEWELERS, Toronto, Chain stores. Agency: MacLaren Adv., Toronto.

PEP BOYS—MANNY, MOE & JACK OF CALIFORNIA, Los Angeles, Calif., Auto accessories, parts, radio, bicycles and parts, tools, tires and tubes. S. Agency: Milton Weinberg Adv., L.A.

PEPPARD SEED Co., Kansas City, Mo., Hybrid Corn. S.

DR. PEPPER Co., Dallas. Dr. Pepper Carbonated Beverage. N. Agency: Tracy-Locke Co., Inc., Dallas, Tex. D-C.

PEPSI-COLA Co., New York, beverage. TV. (Evervess sparkling water). S. TV. Agencies: Biow Co., N.Y.; Young & Rubicam, N.Y.; Presba, Fellers & Presba, Chicago. D-C.

PEPSI-COLA CO., Montreal (soft drinks). S. Agency: J. Walter Thompson Co., Montreal.

PEPSODENT Co., Chicago, Pepsodent Toothpaste. N. Agencies: Foote, Cone & Belding, Chi.; Ruthrauff & Ryan Inc., N.Y., Export Adv., Chi.; Needham, Louis & Brorby, Inc., Chi.; J. Walter Thompson, Chi.

PEPSODENT DIVISION OF LEVER BROS. Co., Canada. Agency: Ruthrauff & Ryan Inc., N.Y.

PERFECT CIRCLE Co., Hagerstown, Ind. piston rings. N. Agency: Henri, Hurst & McDonald, Chi.

PERALTA WINE Co., San Francisco, Monte Cristo wines. N. Agency: Foote, Cone & Belding, S.F.

PERFECTION CORSETS Co., Quebec. Agency: R. C. Smith & Son, Toronto.

PERFEX Co., Omaha, Perfex cleaner. Agency: Buchanan-Thomas, Omaha.

DOROTHY PERKINS Co., St. Louis, Mo., Cosmetics. S. Agency: Gardner Adv. Co., St. Louis. D-C.

PET MILK SALES Co., St. Louis, 400 D Pet Milk. N. Agency: Gardner Adv. Co., St. Louis.

PETER PAUL, Inc., Naugatuck, Conn., Mounds & Ten Crown Gum. N. S. TV. Agencies: Brisacher, Wheeler & Staff, S.F.; Platt-Forbes Inc., N.Y.

PETERS SHOE Co. (Division of International Shoe Co.), St. Louis, Mo., City Club Shoes, Velvet Step Shoes, Weather Bird Shoes, Peters Shoes. S. Agencies: Henri, Hurst & McDonald Inc., Chi.; Datche Adv., St. Louis.

PETRI CIGAR Co., San Francisco. Agency: Young & Rubicam, S.F.

PETRI WINE Co., San Francisco & Los Angeles, Wine. N. Agency: Young & Rubicam, N.Y. & S.F.

PETROL Corp., Los Angeles, PDQ gasoline. S. Agency: McNeill & McCleary Adv., L.A.

PHARMACO, Inc., Newark, Feen-A-Mint and Chooz. N. Agencies: Baker A.A. Ltd., Toronto; Duane Jones & Co., N.Y.

PHARMACRAFT Corp., New York, Fresh deodorant. N. Agencies: J. Walter Thompson; McCann-Erickson; Wm. Esty Co., all New York.

PHILCO Corp., Philadelphia, Pa., Philco radio receivers, radio-phonographs, refrigerators, air conditioners. N. TV. Agency: Hutchins Advertising Co., Inc., Phila.; Foote, Cone & Belding, N.Y.

PHILCO Corp. of Canada, Toronto, receivers. Agency: Hutchins Adv., Toronto.

PHILLIPS & BENJAMIN Co., New York, Sno-Mist, powder spray deodorant. Agency: Lindstrom, Leach & Co., New York.

DR. P. PHILLIPS Co., Orlando, Fla. Canned and fresh citrus products. Agency: Robt. Hammond Adv., Orlando, Fla.

PHILLIPS PETROLEUM Co., Bartlesville, Okla., Gasoline, motor oil. S. Agency: Lambert & Feasley, Inc., N.Y.

PICTSWEET FOODS, Inc., Mt. Vernon, Wash., Canned & frozen foods. N. Agency: Ruthrauff & Ryan, Seattle.

PIEDMONT SHIRT CO. Greenville, S.C. N. Agency: Wm. Weintraub & Co., N. Y.

PIERCE WATCH Co., New York, Watches. Agency: Jos. Katz Co., N.Y.

PIERCE'S PROPRIETARIES, Buffalo, Pierce's special vitamin formula. S. Agencies: Duane Jones Co., N.Y.; Irwin Vladmir & Co., N.Y.

PIG 'N WHISTLE CORP., Los Angeles (Calif. restaurant chain) S. Agencies: The Mayers Co., L.A.; Brisacher, Wheeler & Staff, L.A.

PILLSBURY MILLS, Minneapolis. Pillsbury's Best Flour, Pancake Flour, Sno Sheen Cake Flour, Farina. N. S. Agencies: McCann-Erickson, Mnpls.; Leo Burnett Agency, Chi.

PILLSBURY MILLS, INC., FEED MILLS DIV., Clinton, Iowa, flour. S. Agency: McCann-Erickson, Chi.

PILOT RADIO CORP., N.Y. (Pilotuner) R. Agencies: Grey Adv., N.Y.; Alfred Paul Berger Co., N.Y. D-C.

PILSENER BREWING Co., Cleveland. Beer. S. Agency: Gregory & House, Cleveland.

ED PINAUD Inc., New York, Cosmetics. N. Agency: Wesley Assoc., N.Y.

PINEX Co., Fort Wayne, Ind., Pinex Cough Syrup. S. Agency. Russell M. Seeds Co., Chi.

PIONEER HI-BRED CORN Co., Des Moines, Ia. Agency: Wallace Adv. Agency, Des Moines.

PIONEER SCIENTIFIC CORP. (Polaroid TV screen filters). N. TV. Agency: Cayton Inc., N.Y.

Capture the EAR

OF THE PEOPLE IN THE

TAMPA-ST. PETERSBURG AREA

WITH

WHBO

1050 ON THE DIAL

A CONSISTENTLY LARGE NUMBER OF LISTENERS BECAUSE WHBO PROGRAMS ARE PLANNED TO BUILD AND HOLD AUDIENCES ..... OVER 100,000 RADIO HOMES

★

RADIO STATION P. O. BOX 9145

WHBO - TAMPA, FLA.

MUSIC — NEWS — SPORTS

PLANTERS NUT & CHOCOLATE Co., Wilkes-Barre, Pa. Peanuts & Peanut Oil. N. Agencies: Raymond R. Morgan Co., S.F.; Goodkind, Joice & Morgan, Chi.; J. Walter Thompson Co., N.Y.

PLOUGH, Inc., Memphis, Penetro, St. Joseph Aspirin and family medicines, Mexana, Mufti products, Everready oil, Pen-o-rub, Moroline, Black & White beauty preparations. Agency: Lake-Spiro-Shurman, Memphis.

POLAR FROSTED FOODS, Seattle, Wash. Frozen foods. Agency: Honig-Cooper Co., Seattle.

POLK-MILLER PRODUCTS Corp., Richmond, Va., Disinfectant. S. Agency: N. W. Ayer & Son, Phila.

POTTER DRUG & CHEMICAL CORP., Malden, Mass. (Cuticura). R. Agencies: Masons United Radio Adv., Toronto: Atherton & Currier Inc., N.Y.

PREMIER VACUUM CLEANER DIV., GENERAL ELECTRIC Co., Bridgeport. Conn. Premier Vacuum Cleaners. S. Agency: J. M. Hickerson, Inc., N.Y. D-C.

PRIEBE & SONS, Chicago, Poultry, Eggs. S. Agency: Goodkind, Joice & Morgan, Chi.

PRINCE MATCHABELLI Inc., New York, Perfumes. N. Agency: Morse International, N.Y. D-C.

PROCTER & GAMBLE Co., Cincinnati. Ivory bar, Ivory Flakes, Ivory Snow, Duz, Oxydol, Camay, Spic & Span, Teel, Lava, Crisco, Drene & Dreft. N. TV. Agencies: H. W. Kastor & Sons, Chicago; Dancer-Fitzgerald-Sample, Chicago; Compton Adv., N.Y.; Benton & Bowles, N.Y.; Biow Co., N.Y.; Pedlar & Ryan, N.Y.; Russell M. Seeds Co., Chicago.

PROCTER & GAMBLE, Toronto (Dreft). Agency: Dancer-Fitzgerald-Sample. (Canada) Toronto.

PRUDENTIAL INSURANCE CO. OF AMERICA, Newark, N. J., life insurance. N. Agencies: Benton & Bowles, N.Y.; Cockfield, Brown & Co., Ltd., Toronto.

JOHN PUHL PRODUCTS Co., Chicago, Laundry Bleaches. S. Agency: Roche, Williams & Cleary, Chicago.

PURE DRINKS, Cleveland, Breakfast Orange. Agency: Foster & Davies, Inc., Cleveland.

PURE FOOD Co., Inc., Mamaroneck, N. Y., Herb-Ox bouillon. S. Agency: J. M. Mathes, Inc., N. Y.

PURE OIL Co., Chicago, oil. S-N-TV. Agency: Leo Burnett Co., Chi.

PUREPAC Corp., N. Y., Flemex, Baby Flemex, Lubinol mineral oil, Purepac health aids, Klinzmoth insecticides. Agency: Kent Adv., N.Y.

PUREX Corp., Southgate, Calif., (liquid bleach). R. Agency: Foote, Cone & Belding, L.A.

PURINA MILLS, St. Louis, Purina Foods. N. Agency: Gardner Adv. Co., St. Louis.

PURITY BAKERIES, Chicago, Taystee bread. Grennan Cakes. S. Agency: Young & Rubicam, Chi.

PURITY FLOUR MILLS Ltd., Toronto (cereals). N. Agency: McKim Adv., Ltd., Toronto:

Q

QUAKER OATS Co., Chicago, Ful-O-Pep cereals. N. Agencies: Ruthrauff & Ryan, N.Y. & Chicago; Spitzer & Mills, Ltd.; Sherman-Marquette, Inc.; C.J. LaRoche & Co., all Chicago. D-C.

QUAKER OATS Co., Peterborough, Ont. (Quaker flour). S. Agency: Spitzer & Mills, Toronto.

QUAKER SUGAR, Philadelphia, S. Agency: Young & Rubicam, N. Y.

R

RCA VICTOR DIVISION of Radio Corp. of America, Camden, N. J., records, home radios, radio phonographs. N. TV. Agency: J. Walter Thompson Co., N.Y.

RCA VICTOR Co., Montreal (receivers, records). R. Agency: Spitzer & Mills, Toronto.

RKO RADIO PICTURES, New York. S. and N. Agency: Foote, Cone & Belding, N.Y.

RADBILL OIL Co., Philadelphia, Renuzit, French dry cleaner, Penn-Rad motor oil. S. Agency: Feigenbaum Adv., Phila.

RADIO GOSPEL FELLOWSHIP, Los Angeles (religious). Agency: Glasser-Galley, Inc., L.A.

RAINIER BREWING Co., San Francisco, Rainier Beer, Malt & Ale. N. Agency: Buchanan & Co., S.F.

RAISIN BRAN, New York. S. Agency: Benton & Bowles, N.Y.

RALSTON PURINA Co., St. Louis, Cereals, N. Agencies: Gardner Adv., St. Louis; James Fisher Co., Toronto; Brown Bros., Nashville. D-C.

A. RAMSAY & SON, Montreal, points. S. Agency: McKim Adv., Montreal.

RAND TRAILER SALES CO., L. A. (So. Calif. trailer chain) R. S. Agency: Harry J. Wendland Adv., L. A.

RAPINWAX PAPER Co., S. E., Minneapolis, Minn., Rapinwax Household Roll. S. Agency: Mitchell Faust Adv., Chi.

RATH PACKING CO., Waterloo, Iowa. Complete Line of Meat Products. Agency: Young & Rubicam, Chi.

RAYMOND LABORATORIES Inc., St. Paul, Minn., Rayve Creme Shampoo, Rayette Creme Permanent Wave. N. Agency: Melamed-Hobbs, Inc., St. Paul.

RAYMOND LABORATORIES, Toronto, Rayve Creme Shampoo. S. Agency: Jas. Fisher Co., Toronto.

RAYTHEON MFG Co., Newton, Mass., Electrical goods. S-N. Agency: Walter B. Snow & Staff, Inc., Boston.

READERS DIGEST ASSN. INC., Pleasantville, N. Y., Magazine Readers Digest. N. Agency: BBDO, N.Y.

RED ROCK BOTTLERS, Atlanta, Ga., Red Rock Cola. S. Agency: R. S. Durstine Co., N.Y.

RED STAR YEAST & PRODUCTS Co., Milwaukee. Agency: Ellington & Co., N.Y.

REICHHOLD CHEMICALS, Detroit, Cosmopolitan Records. N. Agencies: MacManus, John & Adams, Detroit; Kenyon & Eckhardt, Detroit.

REID MURDOCH & Co., Chicago; Monarch fine foods. S. Agency: Weiss & Geller Inc., Chi.

WM. B. REILY & CO. Inc., New Orleans, La., Luzianne Coffee and Tea. S. Agency: Walker-Saussy Adv., New Orleans.

L. N. RENAULT & SONS, Egg Harbor City, N. J., wines and champagne. Agency: N. M. Dittmar Adv., Phila.

RENEE PRODUCTS OF CHICAGO, Chicago. S. Agency: Rocklin Irving and Association, Chi.

RENOIR PARFUMS, New York, Chichi and My Alibi perfumes. S. Agency: Abbott Kimball Co., N. Y.

RENSIE WATCH Co., New York, Watches. N. Agency: Weiss & Geller, N.Y.

REPUBLIC PICTURES Corp., New York. moving pictures. S. Agency: Donahue & Coe, N.Y.

REPUBLIC STEEL Corp., Cleveland. Agency: Meldrum & Fewsmith, Cleveland.

RESINOL CHEMICAL Co., Baltimore. Agencies: L. A. Sandlass Adv., Balt.; Street & Finney Inc., N.Y.

REVERE CAMERA CO., Chicago. N. Agency: Roche, Williams & Cleary, Chi.

REVERE COPPER & BRASS Inc., New York, Institutional. N. Agency: St. Georges & Keyes, N. Y.

REXALL DRUG Co., Los Angeles. Retail chain. N. R. TV. Agencies: BBDO, L.A. & N.Y.; L. W. Ramsey Co., Chi.

REXALL DRUG CO., Toronto. S. Agency: Ronalds Adv. Co., Toronto.

REYNOLDS PEN Co., Chicago. Agency: MacFarland, Aveyard, Chi.

REYNOLDS, R. J., TOBACCO Co., Winston-Salem, N. C., Camel cigarettes. N. TV. Agency: William Esty & Co., N.Y.

RHEEM MFG CO., New York (water & home heating equipment). S. Agency: Foote, Cone & Belding, N.Y.

H. U. RHODIUS, San Antonio, Perfumes. S. Agencies: Shaffer-Brennan-Margulis Adv., St. Louis; Northwest Radio Adv., Seattle.

RICHARDS INSURANCE Co., Los Angeles, Life insurance. S. Agency: Dean Simmons Adv., Hollywood.

RICHFIELD OIL CORP. OF N. Y., New York, Richfield gasolines, Richfield and Richlube oils. N. Agency: Hixson-Jorgensen Adv., N.Y.

JACOB RIES BOTTLING WORKS, Inc., Shakopee, Minn., Rock Spring sparkling water. S. Agency: Erwin, Wasey & Co., Minneapolis.

RIGGIO TOBACCO Co., Brooklyn. Drake cigarettes. Brooke, Smith French & Dorrance Inc., N.Y.

RINGLING BROS., BARNUM & BAILEY CIRCUS, Sarasota, Fla., Circus. S. Agencies: Robert Seidel Adv., N.Y.; Deglin-Wood Inc., N.Y.

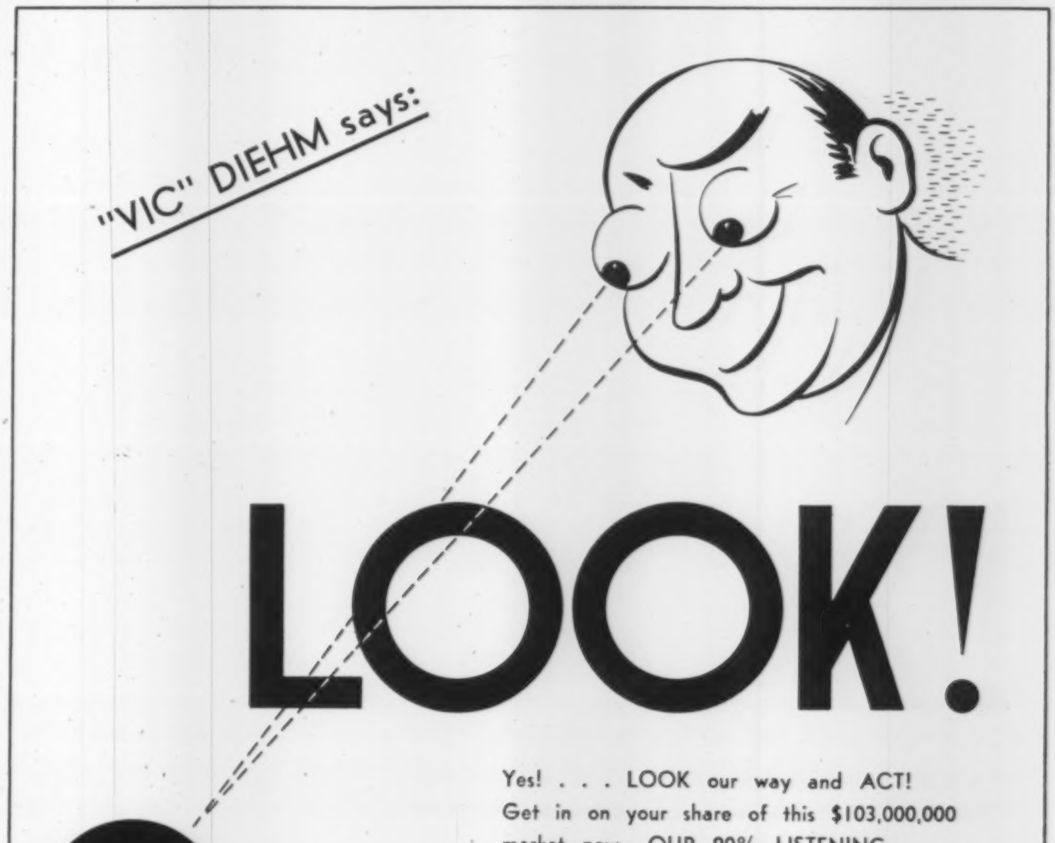
RIT PRODUCTS Corp., Chicago, Dyes. S. Agency: Earle Ludgin & Co., Chi.

HAROLD F. RITCHIE & Co., Toronto, Dipfoam cleanser. S. Agency: Tandy Adv. Agency, Toronto.

RITE-WAY PRODUCTS Co., Chicago, Ill., Milking machines, electric water heaters, cream separators. S. Agency: Roy D. Zeff & Assoc., Chicago.

ROBIN HOOD FLOUR MILLS, Montreal. Agency: Young & Rubicam, Toronto.

(Continued)



"VIC" DIEHM says:

LOOK!

$103,000,000 spent yearly in our coverage area.

Yes! . . . LOOK our way and ACT! Get in on your share of this $103,000,000 market now. OUR 90% LISTENING AUDIENCE IS A BUYING AUDIENCE. Direct sales gains are the results of your WAZL spent advertising dollars.

For further information contact Vic Diehm or Robt. Meeker Associates, 521 Fifth Ave., N. Y. C.

NBC WAZL CBS

HAZLETON, PENNA.

DIRECTORY OF NATIONAL AND REGIONAL ADVERTISERS

(Continued)

ROCKWOOD & Co., Brooklyn, Chocolate Bits. S. Agency: Campbell-Ewald Co., N.Y.

ROMA WINE Co., San Francisco, Calif., wines, champagne. N-S. Agency: Biow Co., S.F.

ROMAN CLEANSER Co., Detroit, Mich., Roman Cleanser. Agency: Gleason Adv., Detroit.

RONSON ART METAL WORKS, Newark, lighters. N. TV. S. Agency: Cecil & Presbrey, N.Y.

HOTEL ROOSEVELT, N. Y. S. Agency: Kelly-Nason, N. Y.

ROOSEVELT RACEWAY, Westbury, L. I. S. Agency: L. H. Hartman Co., N. Y.

ROSEDALE KNITTING CO., Reading, Pa. S. Agency: Duane Lyon Inc., N.Y.

ROSEFIELD PACKING Co., Alameda, Calif. Skippy peanut butter. S. Agency: Young & Rubicam, S.F.

MORRIS ROSENBERG Co., Los Angeles, Rose vacuum-packed nuts. S. Agency: The Mayers Co., L.A.

E. ROSENTHAL & SONS, N. Y., Clothing Mfgrs. Agency: Gunn-Mears, N. Y.

ROYAL TOBACCO Corp., New York, Lion Cigarettes. S.

ROYAL TYPEWRITER Co., New York, typewriters. Agency: Young & Rubicam, N.Y.

RUBSAM AND HORMANN BREWING Co., Staten Island, N. Y., R & H Beer and Ale. Agency: Paris & Peart, N.Y.

RU-EX CO., St. Paul (proprietary) S. Agency: Harry B. Cohen Adv. Co., N. Y.

RUM & MAPLE TOBACCO Corp., New York, Tobacco. S. Agency: Al Paul Lefton Co., N. Y.

JACOB RUPPERT BREWERY. N. Y., Beer. S. N. Agency: Biow Co. and National Export Adv. Service, N.Y.

RUSSELL-MILLER MILLING CO., Minneapolis, Occidental flour, American Beauty flour. S. Agency: Campbell-Mithun, Inc., Minneapolis.

S

S.O.S. Co., Chicago, Magic Scouring Pads. S. Agency: McCann-Erickson, San Francisco.

S AND W FINE FOODS, Inc., San Francisco, Food and Coffee, N. Agency: Foote, Cone & Belding, S. F.

SAFEWAY STORES, Oakland, Calif., grocery chain. N. Agencies: Foote, Cone & Belding; J. Walter Thompson Co.; McCann-Erickson; Ruthrauff & Ryan; Cosby & Cooper; Hannah Adv. Co. and M. E. Harlan Adv., D-C.

SAF-KIL Co., Benton Harbor, Mich., rat bait, roach powder. S. Agency: O'Neil, Larson & McMahon, Chi.

ST. LAWRENCE STARCH Co., Port Credit, Ont., Beehive products. N. Agency: McConnell Eastman & Co., Toronto.

ST. LOUIS INDEPENDENT PACKING Co., St. Louis, Mayrose meat products. S. Agency: Gardner Adv. Co., St. Louis.

SALERNO-MEGOWEN BISCUIT Co., Chicago. Agency: Schwimmer & Scott, Chicago.

SALES BUILDERS, Inc., Los Angeles, Max Factor Cosmetics. N. Agency: A. Carman Smith, Los Angeles.

DR. SALSBURY'S LABS., Charles City, Iowa. Ren-O-Sol, Ari-tab. S. Agency: N. A. Winter Adv. Agency, Des Moines.

SAND SPRINGS Corp. Williamstown, Mass., Carbonated beverages.

SANDURA CO., Phila. S. Agency: Gray & Rogers, Phila.

SANITEX BRUSH AND PRODUCTS Co., Chicago, Sanitex Aluminum Open-Back Brushes, N.

SANKA COFFEE, New York. S. Agency: Young & Rubicam, New York.

SANTA FE VINTAGE Co., Los Angeles, Santa Fe Supreme Wines, S. Agencies: Dan B. Miner Co., L. A.; Erwin, Wasey & Co., L. A.

SARGENT & Co., Des Moines, Iowa, All types commercial feeds, S. Agency: Fairall & Co., Des Moines.

SAWYER BISCUIT Co., Chicago, Ill., Biscuits and crackers. Agency: George H. Hartman Co., Chicago.

SAYMAN PRODUCTS Co., St. Louis, Mo., Sayman soap, salve, shampoo, S. Agency: Krupnick & Assoc., St. Louis.

F. & M. SCHAEFER BREWING Co., Brooklyn. S. TV. Agency: BBDO, N. Y.

ADAM SCHEIDT BREWING Co., Norristown, Pa. S. Agency: Lawrence I. Everling Adv., Phila.

SCHENLEY DISTILLERS Corp., New York, Roma Wine. N & S; Penicillin; Schenley, Cresta Blanca Wine, N. S. TV La Boheme Wine, S. Agencies: Biow Co., McCann-Erickson Inc., Wm. Weintraub & Co., Federal Adv. Agency, Kleppner A. A., all N. Y.

SCHENLEY LABS., New York, Penicillin-Schenley. N. Agency: Paul Klemtner & Co., Newark.

R. SCHIFFMAN Co., Los Angeles, Asthmador Powder, cigarettes, and pipe mixture. N. Agency: Philip J. Meany Co., Los Angeles.

A. SCHILLING & Co., San Francisco (coffee & spices). S. Agency: Beaumont & Hohman, San Francisco.

SCHLITZ BREWING Co., Milwaukee. Agencies: Young & Rubicam, & Export Adv., Chicago.

WM. SCHLUDERBERG-T. J. KURDLE Co., Baltimore, meats, meat products, cheese, butter, poultry, eggs, shortening, lard. S. Agency: Van Sant, Dugdale & Co., Baltimore.

SCHOENHOFEN EDELWEISS Co., Chicago. Edeweiss Beer. S. Agency: Olian Adv. Co., Chi.

S. A. SCHONBRUNN & Co., Inc., New York, Savarin, Medaglia D'Oro Coffee, Agencies: L. C. Gumbinner, N. Y.; Pettinella Adv. Co., N. Y.

SCHUBACH JEWELRY Co., R. Agency: Cooper & Crowe, Salt Lake City.

SCHULZE AND BURCH BISCUIT Co., Chicago, Ill., Cookies and crackers, Local & S. Agency: Gordon Best Co., Chi.

SCHUTTER CANDY Co., Chicago, Candy Bars. N. Agencies: Schwimmer & Scott, Chicago; Westheimer & Co., St. Louis; Kaplan & Bruck, New York.

SCOTT & BOWNE, Bloomfield, N. J., Emulsion & ointment. S. Agency: Atherton & Currier, New York.

WM. S. SCULL Co., Camden, N. J., Boscul coffee, S. Agencies: Kastor, Farrell, Chesley & Clifford Inc., N. Y.; Lewis & Gillman, Inc., Phila.

SCRIPTO MFG. Co., Atlanta, Pencils. N. Agencies: Danahue & Coe Inc., N. Y.; Grant Adv. Inc., Miami (export).

SEABOARD FINANCE Corp., Los Angeles (personal loans). S. Agency: Smith, Bull & McCreery Adv., Hollywood.

SEAL COTE Co., Hollywood, Calif. Seal Cote nail protector. S-N Agency: Milton Weinberg Adv., L. A.

SEALTEST, Inc., New York, Milk & Ice Cream. N. Agency: N. W. Ayer & Son, N. Y.

SEALY Inc., Mattress. N. Agencies: Aubrey, Moore & Wallace, Inc., Chi.; Alvin Wilder Adv., Hollywood; Robt. W. Orr & Assoc., N. Y. D-C

SEARS, ROEBUCK & Co., Chicago (mail order & retail stores). S. TV.

SEASIDE OIL Co., Santa Barbara (petroleum products, accessories). R. Agency: McCarty Co., L. A.

SEASONETTE DISTRIBUTING AGENCY, Pasadena, Calif., Seasonettes.

SEATTLE BREWING & MALTING Co., Seattle, Sick's Beer. N. Agency: Western Agency, Inc., Seattle.

LAURA SECORD CANDY SHOPS, Toronto. Agency: Cockfield, Brown & Co., Toronto.

SEECK & KADE, Inc., New York, Pertusin. S. Agency: Erwin, Wasey & Co., N. Y.

SEEMAN BROS., Inc., Philadelphia, Airwick, White Rose Food products. S-N. Agencies: William H. Weintraub, Inc., N.Y.; J. D. Tarcher & Co., N.Y.

SEIBERLING RUBBER Co., Akron. S. Agency: Meldrum & Fewsmith, Cleveland. D-C

DAVID O. SELZNICK AND VANGUARD FILMS, Inc., Culver City, Calif., Selznick pictures. S. & N. Agencies: Foote, Cone and Belding, Hollywood; Robert Orr & Assoc., N. Y.

R. B. SEMLER, Inc., New Canaan, Conn., Kreml Hair tonic & shampoo, S-N. Agency: Erwin, Wasey & Co., N. Y.

SENN PRODUCTS Corp., Brooklyn, N. Y., Sambo chocolate drink. Agencies: Tracy Kent, Inc., N. Y.; Morris Adv., Brooklyn.

SENTINEL RADIO Corp., Evanston, Ill., home and portable radios. Agency: W. W. Garrison & Co., Chicago.

SERUTAN Co., New York, Jersey City, Serutan-Nutrex. N. Agency: Roy S. Durstine Inc.; N. Y.

SERVEL, Inc., Evansville, Ind., Refrigerators and Air Conditioning. N. Agency: BBDO, N. Y. D-C

SEVEN-UP Co., St. Louis, Cola. N. Agency: J. Walter Thompson Co., Chi. D-C.

SEWALL PAINT & VARNISH Co., Kansas City, paint and varnish. Agency: Philips-Reick Fardon Adv., Kansas City.

W. A. SHEAFFER PEN Co., Ft. Madison, Iowa, Pens, Pencils & Skrip Ink. N. Agencies: Russel M. Seeds, Chicago; W. W. Garrison & Co., Chicago.

W. A. SHEAFFER PEN Co. of Canada Ltd, Toronto. Agency: R. C. Smith & Son Ltd., Toronto.

SHED BARTUSH FOODS, Detroit, Keyko Margarine. N. Agency: Clark & Rickerd Inc., Detroit.

SHEFFIELD BRICK & TILE Co., Sheffield, Iowa, Farm drainage tile, building tile, common brick, face brick and other clay products, R. Agency: W. D. Lyon Co., Cedar Rapids, Iowa.

SHEFFORD CHEESE Co., Chicago, Cheese. S. Agency: Leo Burnett Co., Chicago.

SHELL OIL Co., New York, Gasolines, motor oil, fuel oil. S. Agency: J. Walter Thompson, N. Y.

SHERMAN BROS. RAINWEAR Inc., New York. Agency: Sterling Adv., N. Y.

SHERWIN-WILLIAMS Co., Cleveland, Paint. N. Agencies: Newell-Emmett Co., N. Y.; Henri, Hurst & MacDonald Inc., Chi.; Griswold-Eshleman Co., Cleveland. D-C

SHIPSTEAD & JOHNSON. N. Agency: Smith, Bull & McCreery, Hollywood.

SHIRIFF'S Ltd., Toronto (food products). Agency: Cockfield, Brown & Co., Toronto.

S. A. SHONBRUNN & Co., New York, Savarin Coffee. N and S. Agency: Roy S. Durstine Inc., N. Y.

SHONTEX Corp., Los Angeles, hair conditioner and shampoo. N. Agency: Barton A. Stebbins, L. A.

SHOTWELL MFG. Co., Chicago. Agencies: C. Wendel Muench & Co., Chicago; Wade Adv. Agency, Chicago.

SHUPTRINE Co., Savannah, Tetterine, S. Agency: Harvey-Massengale Co., Atlanta.

SIERRA CANDY Co., San Francisco, candy. N. Agency: Robert B. Young, San Francisco.

SIGNAL OIL Co., Los Angeles, petroleum products. S. N. Agency: Barton A. Stebbins Adv., L. A.

SIMMONS CO., N. Y. (electronic blanket) S. N. TV. Agencies: Geyer, Cornell & Newell, N. Y.; Young & Rubicam, N. Y. D-C.

SIMONIZ Co., Chicago, car polish. N. Agencies: Decora Inc., Chi.; Irwin Vladimir Co., Chi.

ROBERT SIMPSON Co., Toronto, National department store chain. N. S. Agencies: Harry E. Foster Agencies; Locke Johnson & Co., Toronto; Associated Broadcasting Co., Montreal.

SINCLAIR REFINING Co., New York, Sinclair H-C and Ethyl gasoline. N. S. Agency: Hixson-Jorgensen, N. Y. D-C.

SITROUX, Inc., New York, facial tissues, paper napkins, sanitary napkins, toilet tissue. Agency: Franklin Bruck, N. Y.

SKELLY OIL Co., Kansas City, Skelgas service, appliances, motor oils and greases, gasoline, tires, batteries, N. Agency: Henri, Hurst & McDonald, Chi. D-C.

SKINNER MFG. Co., Omaha, macaroni, raisin bran. S. Agency: Bruce Brewer Co., Kansas City.

SLOAN, DR. EARL R., Inc., New York, Sloan's Liniment. S. N. Agencies: Wesley Assoc., N. Y.; Warwick & Legler, Inc., N. Y.

W. & J. SLOANE, Beverly Hills, home furnishings. S. Agency: William & John Adv., Beverly Hills, Calif.

SMART & FINAL Co., Los Angeles, S&F Foods, Table Queen Foods. R. Agency: Heintz & Co., L. A.

ALEXANDER SMITH & SONS CARPET Co., Yonkers, N. Y., rugs, carpets. S. TV. Agency: Anderson, Davis & Platte, N. Y.

SMITH BROS, Inc., Poughkeepsie, N. Y., Smith Bros. Cough Drops. S. Agency: Sullivan, Stauffer, Colwell & Bayles, N. Y.

SNOW CROP MARKETERS, Inc. New York (Snow Crop Frozen Foods). N. S. Agency: Maxon Inc., N. Y.

SOCONY VACUUM OIL Co. (Lubrite Div.), St. Louis, Mobilgas, Mobiloil, Bug-a-boo, Tavern household products. S-N. Agency: Compton Adv., N. Y.

CLE ELUM
KITTITAS
ELLENSBURG
KITTITAS
BURKE
MOSES LAKE
GRANT
CASCADE MOUNTAINS
KIMA
NACHES
TIETON
COWICHE
SELAH
YAKIMA
TERRACE HEIGHTS
ARROWSMITH
WHITE BLUFFS
FRANKLIN
UNION GAP
MOXEE
GOLD CREEK
HANFORD
YAKIMA
PARKER
WAPATO
BUENA
ZILLAH
GRANGER
SUNNYSIDE
WHITE SWAN
HARRAH
TOPPENISH
GRANDVIEW
RICKLAND
MABTON
PROSSER
PASCO
KENNEWICK
BICKLETON
BENTON
GOLDENDALE
ROOSEVELT
ALDERDALE
PATERSON
COLD SPRINGS
ARLINGTON
BOARDMAN
UMATILLA
OREGON
BASED ON MEASUREMENTS BY J.B. HATFIELD

KIMA—Yakima, Washington

A good buy and getting better all the time! A growing market: in 1940, 99,019 population. In 1948, 140,000 by continuous, steady growth. 1947 retail sales $116,455,-000.* 1000 watts day, 500 watts night. To sell the rich Yakima Valley, use KIMA—CBS for Central Washington. 1460 on the dial.

CBS

Represented Nationally
by Weed and Company

*Sales Management "Survey of Buying Power" Nov. 1948

SOCONY-VACUUM OIL Co., Inc. (Wadhams Div.), Milwaukee, Petroleum products, household products, tires, batteries and accessories. S. Agency: Compton Ad Inc., Milwaukee.

SOCONY VACUUM OIL Co., Toronto. S. N. Agency: Cockfield, Brown & Co., Toronto.

SOFWASH Co., Chicago, Sofwash cleaner. S and N. Agency: Newby & Peron, Chicago.

SOLARINE Co., Baltimore, silver polish. S. Agency: Courtland D. Ferguson, Inc., Wash., D. C.

SONORA RADIO & TELEVISION Corp., Chicago, radio receivers. S. Agency: Robert Kahn & Assoc., Chicago. D-C.

SOUTH TEXAS COTTON OIL Co., Houston, Tex., Crustene Shortening. S. Agency: Steele Adv. Agency, Houston.

SOUTHEASTERN MICHIGAN TOURIST & PUBLICITY ASSN., Detroit, Mich. Tourist attractions of Michigan. S. Agency: Powell-Grant Adv., Detroit.

SOUTHERN CALIFORNIA TELEPHONE Co., Los Angeles. S. Agency: The Mayers Co., Los Angeles.

SOUTHERN COTTON OIL Co., New Orleans. Wesson Oil & Snowdrift. N. Agencies: Fitzgerald Adv. Agency, New Orleans; Duane Jones Co., N. Y.

SOUTHERN PACIFIC Co., San Francisco, Railroad transportation. Agency: Foote, Cone & Belding, S. F.

SOUTHERN SPRING BED Co., Atlanta, Ga., Beds & Bedding. N. Agency: Tucker Wayne & Co. Inc., Atlanta.

SOUTHLAND PRODUCTS Co., Los Angeles. Lyk-Nu Carwax. S. Agency: Atherton & Co., Hollywood.

SOY FOOD MILLS, Inc., Chicago, Ill., Golden Mix for griddle cakes and waffles. Agency: Jim Duffy Co., Chi.

SPARKLETTS DRINKING WATER Corp., Los Angeles. S. Agencies: McNeill & McCleary, L.A.; Robt. F. Dennis Adv., L.A.; Raymond R. Morgan Co., Hollywood.

A. G. SPALDING & BROS., New York, Sports equipment. S and N. Agencies: Hanly, Hicks & Montgomery, N. Y.; American Sports Adv., N. Y.

SPERRY DIV.-GENERAL MILLS INC., San Francisco, Flour, Cereal. N. Agency: Knox-Reeves Adv., S. F.

SPRATT'S PATENT Ltd., New York, dog and cat food. S. Agency: Paris & Peart, N. Y.

SPRING HILL NURSERIES, Tipp City, Ohio. Nursery stock. S. Agency: Don Kemper Co., Dayton.

E. R. SQUIBB & SONS, New York, Tooth Powder, Dental Cream & Pharmaceutical Products. N. Agencies: Wm. Douglas McAdams; Wildrick & Miller Inc.; J. Walter Thompson, N.Y.; A. McKim Ltd., Toronto; Newell-Emmett Co., N. Y.; BBDO, N.Y.

SQUIRT Co., Beverly Hills, Calif. (beverage). Agency: Harrington, Whitney & Hurst, L.A. D-C.

FRANK STACK HATS, Inc., South Norwalk, Conn., men's fur felt hats. S. Agency: John A. Cairns, Inc., N.Y.

STAHL-MEYER, New York, meat products. S. Agency: Blaker Adv. Agency, N.Y.

STANBACK Co., Ltd., Salisbury, N. C., Stanback Headache Powders. S. Agency: Piedmont Adv. Agency, Salisbury, N. C.

STANCO Inc., New York, Flit. R. S. Agency: McCann-Erickson, N.Y.

STANDARD BRANDS, Inc., New York, Tender Leaf Tea and Royal Gelatin desserts, Chase & Sanborn coffee, Fleischmann's Yeast. N. R. S. Agencies: J. Walter Thompson, N.Y.; Ted Bates, Inc., N.Y.; Dancer-Fitzgerald-Sample, N. Y.; Wildrick & Miller, N.Y.; Leo Burnett Co., Chi.; L. H. Hartman Co., N.Y.; Bisferne Adv. Co., Chi.

STANDARD BRANDS LTD., Montreal (Magic Baking Powder). S. Agency: J. Walter Thompson Co., Montreal.

STANDARD LABS., New York, Sloan's liniment. S. Agencies: Wesley Assoc., N.Y.; Kieswetter, Wetterau & Baker, N. Y.; Robt. Blake Co., N.Y.; Al Paul Lefton Co., N.Y. D-C.

STANDARD OIL CO. OF CALIF., San Francisco, Petroleum products for farm use, Product advertising S & N. Agency: BBDO, S.F. D-C.

STANDARD OIL CO. OF INDIANA, Indiana, Oil. S. Agencies: McCann-Erickson, Chi.; BBDO, Chi.

STANDARD OIL CO. OF N. J., New York, Petroleum, tires, batteries, accessories. S. Agency: McCann-Erickson Inc., N.Y. D-C.

STANDARD PAINT & VARNISH CO. Ltd., Windsor, Ont. S. Agency: McGuire Adv. Ltd., Windsor.

STANDARD REMEDY Co., Baltimore, OSR-stomachic and laxative. Agency: Redfield-Johnstone, N. Y.

STAR OUTFITTING Co., Los Angeles. Retail clothing chain. TV. Agency: The Mayers Co., L.A.

THE STARKIST Co., San Antonio, Flotation toothpaste, toothpowder, brushless shave cream, lather shave cream, B-Complex Vitamins. Agency: Pitluk Adv. Co., San Antonio.

STATLER TISSUE Co., Somerville, Mass., toilet tissue, household (roll) towels. S. Agency: Chambers & Wiswell, Boston.

STAZE, Inc., New York, denture adhesive. S and N. Agency: Duane Jones Co., N.Y.

STERLING DRUG, Inc., New York, Drugs. N. Agencies: Dancer-Fitzgerald-Sample, N.Y.; Sherman & Marquette, Chicago; Thompson-Koch Co., N.Y.; Foreign Adv. & Service Bureau, N.Y.

STOKELY-VAN CAMP, INC., Indianapolis, Tenderoni and other Van Camp Products. N. Agencies: Calkins & Holden, N.Y.; Kelso Norman Agency, S.F.; Dancer-Fitzgerald-Sample, Toronto. D-C.

STRATHMORE PRODUCTS Co., New York. Agency: Irving Rosen Adv., N. Y.

W. F. STRAUB & Co., Chicago, Honey Mellowed Prune Juice. S. Agency: Mitchell-Faust Co., Chicago.

STREET & SMITH PUBLICATIONS, New York, magazine publishers. S. Agency: Hanly, Hicks & Montgomery, N.Y.

STRIETMANN BISCUIT Co., Cincinnati. R. Agency: Harry M. Miller, Inc. Columbus, Ohio.

THE STROH BREWERY Co., Detroit, Mich., Stroh's Bohemian beer. N. Agency: Zimmer-Keller, Inc., Detroit.

STROMBERG-CARLSON Co., Rochester, N. Y., radios, radio-phonographs, FM and television. R. Agencies: Federal Adv. Agency, N.Y.; Charles L. Rumrill & Co., Rochester; Casler, Hempstead & Hanford, Rochester. D-C.

JOHN STUART SALES CO., Toronto (Edgeworth Tobacco) S. Agency: F. H. Hayhurst & Co., Toronto.

THE STUDEBAKER Corp., South Bend, Ind., Motor Cars and Trucks. S. Agency: Roche, Williams & Cleary, Chi. D-C.

STUDIO GIRL SHAMPOO MFRS., Los Angeles, Shampoo. S. Agency: Morgan Adv. Agency, Phoenix.

SUCCESS PUBLICATIONS, Chicago, Books. N and S. Agency: Bozell & Jacobs, Chi.

SUFFOLK FARMS PACKING Co., Boston, vegetable products. R. Agency: Hirshon-Garfield, Boston.

R. G. SULLIVAN, Inc., Manchester, N. H., 7-20-4 and Dexter cigars. S. Agency: J. P. Cox, Inc., Boston.

SUN OIL Co., Philadelphia, Sunoco Dynafuel, oil, automotive products, tires, batteries and accessories, Sunheat fuel oil. Agencies: Roche, Williams & Cleary, Phila.; Gray & Rogers, Phila. D-C.

SUNNYVALE PACKING Co., San Francisco Rancho soups. S. Agency: Long Adv. Service, S.F.

SUNSET OIL Co., Pacific Coast Independent Petroleum Co. S. Agency: David S. Hillman, Inc., L.A.

SUNSHINE BISCUIT Co., N. Y. S. Agency: Newell-Emmett Co., N.Y. D-C.

SUPERIOR FEED MILLS, Oklahoma City, Okla., livestock, poultry feeds. N. (Okla. only). Agency: James R. Reese Adv. Co., Kansas City.

SUPERTEST PETROLEUM, Inc., London, Ont., gasoline. S. Agency: Harry E. Foster Agencies, Toronto.

SUTCLIFFE & BURGHAM of Canada, Toronto. Savory food products. Agency: McLaren Adv. Co., Toronto.

SWEETS CO. OF AMERICA, Hoboken, N. J., Tootsie Rolls, Tootsie VM, Tootsie Fudge. N. S. Agency: Duane Jones, N.Y.

SWIFT & Co., U. S. Yards, Chicago, Swifts Premium Ham and Bacon, Brookfield Sausage, Prem, Brookfield Butter, Eggs, Cheese, Ice Cream, Allsweet, Jewell Shortening, Bland Lard. N. S. TV Agencies: J. Walter Thompson Co., Needham, Lewis & Brorby, McCann-Erickson and Foote, Cone & Belding, all Chicago. D-C.

SWIFT CANADIAN CO., Ltd., Toronto (meats, dairy products) R. Agency: J. Walter Thompson, Toronto.

T

TABLE PRODUCTS, Inc., Oakland, Calif. NuMade Mayonnaise. A. Agency: Foote, Cone & Belding, San Francisco.

TAPPIN'S JEWELERS, Newark, N. J., Jewelry, watches, hearing aids, optical, radios, appliances. S. Agency: F. R. Waxman Adv., Newark.

TAYLOR BEDDING MFG. Co., Taylor, Tex., "Morning Glory" Mattresses, "Insl-Cotton" Mattresses, "Taylor Made" Quilt & Comfort Batts. N. Agency: Rogers & Smith, Dallas, Tex.

TAYLOR-REED Corp., Mamaroneck, N. Y. (Cocoa Marsh Q-T pie crust). Agencies: Ruthrauff & Ryan, N.Y., Tracy-Kent Co., N.Y., St. Georges & Keyes Inc., Stamford, Conn. & N.Y.

(Continued)

BUSINESS SECTION, SAN JUAN, BUSY CAPITOL OF PUERTO RICO, YOUR $300 MILLION MARKET IN THE CARIBBEAN

WAPA

1ST IN PUERTO RICO

First in

- POWER
- PROGRAMS
- POPULARITY
- PERFORMANCE

ONE of the most important of all U. S. world markets, Puerto Rico buys drugs and foods, shoes and soap and other U. S. products totalling more than $300 million annually. And Puerto Rico has more radios per 1000 than any country in the Caribbean . . . responsive radios anxious for more U. S. products. Ask Raymer.

WAPA COVERS ALL PUERTO RICO, YOUR $300 MILLION MARKET IN THE CARIBBEAN

"The Voice of the Caribbean"

WAPA

10,000 WATTS ON 680 KC

SAN JUAN, PUERTO RICO

BOX 4563

Paul H. Raymer
Representative

Harwood Hull, Jr.
Gen. Mgr.

DIRECTORY OF NATIONAL AND REGIONAL ADVERTISERS
(Continued)

TEENTIMERS, Inc., New York. Dresses and Cosmetics. N. Agency: Buchanan & Co., N.Y.

TENNESSEE COAL, IRON AND RAILROAD Co., Birmingham, U.S.S. American Fence, U.S.S. Tenneseal V-Drain Roofing. S. Agency: BBDO, Pittsburgh.

TEXAS CHIROPRACTIC COLLEGE, San Antonio, education.

TEXAS Co., New York, gasoline. N.TV Agencies: Buchanan & Co.; Kudner Agency; Erwin Wasey & Co., Newell-Emmett Co., all N.Y.

TEXAS GULF SULPHUR Co., Houston, R.

TEXSUN CITRUS EXCHANGE, Weslaco, Tex. (Citrus fruits). N. S. Agency: W. B. Geissinger & Co., L.A.

TEXTRON, Inc., New York, Cotton Goods. N. Agency: J. Walter Thompson, N. Y.

THEOBALD INDUSTRIES, Kearney, N.J. S. Agency: Franklin Bruck Adv., N.Y.

THIS MONTH Magazine, New York, magazine. S. Agency: H. C. Morris & Co., N. Y.

THERMODYNE CORP. (Carrier Air Conditioning) S. Agency: Van Diver & Carlyle, N.Y.

TIDEWATER OIL Co., New York, Oil. N. Agencies: Lennen & Mitchell, N. Y.; G. M. Basford Co., N. Y.

TIDEWATER OIL Co., Toronto (Veedol Motor Oil) S.R. Agency: James Fisher Co. Ltd., Toronto.

TIDY HOUSE PRODUCTS Co., Des Moines, cleaners and polishers.

TILFORD RESTAURANT, Los Angeles. Agencies: Atherton & Co., Hollywood; A. James Rouse Co., Los Angeles.

TIME, Inc., New York, Time Magazine. N. Agency: Young & Rubicam, N. Y.

TIP TOP TAILORS, Ltd., Toronto, Ontario, Clothes for men and women. Agency: McConnell, Eastman & Co., Ltd., Toronto.

TILLAMOOK COUNTY CREAMERY Assoc., Tillamook, Ore., Cheese. N. Agency: Botsford, Constantine & Gardner, Portland, Ore.

TIVOLI BREWING Co., Detroit, Mich., Atlas Lager Beer. S. Agency: McCann-Erickson, Detroit.

TONI, Inc., St. Paul, Minn., hair wave. Agency: Foote, Cone & Belding, Chi. D-C.

TONI CORP., Toronto. N. Agency: Spitzer & Mills, Toronto.

TOWNE TALK CO., L.A. (Towne Pride Toppings Flavoring) N. Agency: Mel Smith Adv., L.A.

J. R. TOWNSEND INC., San Diego. Auto, radio distributors. R. Agency: Tullis Co., San Diego.

TRANSMIRRA PRODUCTS CORP., N.Y. (Television filters) TV. Agency: Conti Adv., N.Y.

TRANS-WORLD AIRLINES, Kansas City, Mo. S. Agency: BBDO, N.Y.

TRAUBEE PRODUCTS, Inc., Brooklyn Pressure cookers. Agency: Ray Hirsch Inc., N.Y.

TRIANGLE PUBLICATIONS, New York, Seventeen, Official Detective Stories. N. Agency: Al Paul Lefton Inc., N.Y.

TRIMOUNT CLOTHING Co., New York, Clipper Craft clothes for men. N. Agency: William H. Weintraub & Co., N.Y. D-C.

JOHN F. TROMMER INC., Brooklyn. (Trommer's Beer) S.TV Agency: Federal Adv., N.Y.

TRUSCON LABS., Caniff & Grand Trunk R. R., Detroit. Paratex, floor coating, floor dye. Agency: Wolfe, Jickling, Dow & Conkey, Detroit.

TUCKETT LTD., Hamilton (cigarettes & tobacco). S. Agency: MacLaren Adv., Toronto.

TURCO PRODUCTS, Inc., Los Angeles Turco & Tay Cleaning Compounds. Agency: The Mayers Co., L.A.

20TH CENTURY-FOX FILM Corp., New York. Moving Pict. S. Agency: Kayton-Spiero Co., N. Y.

U

UNICORN PRESS, N. Y., N. Agency: Leonard Adv., N. Y.

UNION OIL CO. OF CALIFORNIA, Los Angeles. N. TV. Agency: Foote, Cone & Belding, L. A.

UNION PACIFIC RAILROAD, Omaha, Institutional. N. Agency: Caples Co., Chicago.

UNION PHARMACEUTICAL CO., Inc., Bloomfield, N. J., Saraka. S. Agency: Abbott Kimball Co., N. Y.

UNION STARCH & REFINING Co., Columbus, Ind., Pennant syrup. Agency: Caldwell-Baker Co., Indianapolis.

UNIQUE ART MFG. CO., Newark, N. J. (mechanical toys). N. TV. Agency: Grant Adv. Inc., N. Y.

UNITED AIRLINES, Chicago. S. TV. Agency: N. W. Ayer & Son, Chicago.

UNITED ARTISTS, moving pictures. S. Agencies: Buchanan & Co., N. Y.; Lawrence Fertig & Co., N. Y.; Mal Boyd & Assoc., Hollywood; Foote, Cone & Belding, N. Y.

UNITED CIGAR-WHELAN DRUG STORES CORP., Drugs. S-N. N.Y.

UNITED FRUIT Co., New York, Fruit. S. Agency: Wendell P. Colton Co., N. Y.

UNITED FRUIT Co., Boston, Fruit. S. Agencies: BBDO, N. Y.; Wendell P. Colton, N. Y.

UNITED STATES ARMY & AIR FORCE RECRUITING SERVICE, Wash, D. C. N. Agencies: N. W. Ayer & Son., N. Y.; Gardner Adv., St. Louis.

UNITED STATES COAST GUARD. Recruiting Drive. Agency: Newell-Emmett, N. Y.

UNITED STATES RUBBER Co., New York. N. TV. Agency: Campbell-Ewald Co., N. Y. D-C

UNITED STATES STEEL Corp., New York, Steel. N. Agency: BBDO, N. Y.

UNITED STATES TOBACCO CO., New York. (Model, Tweed, Old Briar, Dill's Best). N. Agency: Kudner Agency, N. Y.

UNITED WALLPAPER, Inc., Chicago (Varlar Div.), Trimz Ready-Pasted Wall Paper. Agencies: MacFarland-Aveyard & Co., Chi.; MacLaren Adv., Toronto.

UNIVERSAL CARLOADING & DISTRIBUTING CO., New York. N. Agency: Raymond Spector Co., N.Y.

UNIVERSAL MATCH Corp., St. Louis, Agency: Westheimer & Co., St. Louis.

UNIVERSAL PICTURES Co., New York. Agency: Monroe Greenthal Inc., N. Y.

UTILITIES ENGINEERING INSTITUTE, Chicago, Ill. Agencies: First United Broadcasters, Chi.; The Phil Gordon Agency, Chi.

V

VAN HEUSEN SHIRTS. TV. Agency: Grey Adv., N.Y.

VEGETABLE JUICE & PRODUCTS Co., Rochester, N. Y., Viv-Juice & Ta Superior Wheat Germ. S.

VELLO PRODUCTS, Lyndonville, Vt., Vello. S. Agency: Badger & Browning, Boston.

VELMONT OF CANADA, Windsor, Ont. (Anacin). Agency: Young & Rubicam, Toronto.

VESS BEVERAGE Co., St. Louis, Whistle, Vess Cola, Bubble Up. S. Agency: Olian Adv. Co., St. Louis. D-C

VICK CHEMICAL Co., New York, Vick Products. N. S. TV. Agency: Morse International, N.Y.

VICK CHEMICAL Co., Toronto, Cough Drops. S. Agency: Morse International N. Y.

VIOBIN Corp., Monticello, Ill., Rex Wheat Germ Oil. N-S. Agency: Borton Adv., Monticello.

VOICE OF PROPHECY, Inc. (Seventh Day Adventist Church Radio Commission), Washington, D. C., Religious talks and music, Free Radio Bible Correspondence Course. N. & S. Agency: George C. Hoskin Assoc., Chi.

W

W. B. ASSOC., New York, Softol cuticle sets. S. Agency: Slans & Maury, N.Y.

WAIT-CAHILL Co., Decatur, Ill., Wait's Green Mt. Cough Syrup & G-M Liniment. S. Agency: Wade Adv., Chicago.

WALGREEN DRUG Co., Chicago, Drugs. S. Agency: Schwimmer & Scott, Chicago.

WALKER'S AUXTEX CHILI Co., Austin Tex., Mexene Chili powder seasoning, S. Agency: Crook Adv. Agency, Dallas.

WALTHAM WATCH Co., Waltham, Mass. Watches. N. Agency: Kastor, Farrell, Chesley & Clifford, N.Y.

WANDER Co., Chicago. Ovaltine. N. Agency: Hill Blackett & Co., Chicago.

WARD BAKING Co., New York, Bread & Cake. N. Agency: J. Walter Thompson Co., N. Y.

WARNER BROS. PICTURES, New York, moving pictures. S. Agency: Blaine-Thompson Co., New York.

WASHINGTON COOPERATIVE FARMERS Assoc., Seattle. Lynden, Wash. Co-op., Farmerco-operative Marketing & Purchasing agent for farmer members. N. & S. Agency: Pacific Natl. Adv. Agency, Seattle.

G. WASHINGTON COFFEE REFINING Co., Morris Plains, N. J. S. Agency: W. Earl Bothwell Inc., Pittsburgh.

WASHINGTON STATE APPLE ADV. COMMISSION, Wenatchee, Apples. N. Agency: J. Walter Thompson, Seattle.

WASHINGTON STATE FRUIT COMMISSION, Seattle. Peaches, Bartlett pears & prunes. S. Agency: Pacific National Adv., Seattle.

L. E. WATERMAN Co., New York, Fountain Pens, Pencils and Ink. N. Agency: Charles Dallas Reach Co., N. Y.

WELCH GRAPE JUICE Co., New York. N. Agency: Buchanan & Co., N. Y.

WENE CHICK FARMS, Vineland, N. J., Hatchery. S. Agency: Shaffer, Brennan, Margulis, St. Louis.

WENZEL TENT & DUCK Co., St. Louis. Agency: Olian Adv. Co., St. Louis.

WESCO WATERPAINTS, LTD., Montreal, Canada. Agencies: R.S. T. O'Connell Co., N. Y.; Walsh Adv., Montreal.

WESSON OIL & SNOWDRIFT SALES CO., New Orleans. N. Agencies: Kenyon & Eckhardt, N.Y.; Fitzgerald Adv. Agency, New Orleans; Duane Jones Co., N. Y.

WEST COAST SOAP Co., Oakland, Calif. Powow Cleanser. N. Agency: Brisacher, Wheeler & Staff, S.F.

WESTERN AUTO SUPPLY Co., Los Angeles, automotive, general merchandise, S-N. Agency: BBDO, L.A.

WESTERN HARNESS RACING ASSN., Los Angeles. Harness racing. S. Agency: Smith, Bull & McCreery Adv., Hollywood.

WESTERN NEW YORK MOTOR LINES, Inc., Batavia, New York. Blue Bus Lines, S. Agency: Hart-Conway Co., Inc., Rochester.

WESTERN STATIONERY Co., Topeka, Kan., stationery, novelties, S. Agency: Shaffer, Brennan, Margulis Agency, St. Louis.

WESTERN STOVE Co., Culver City, Calif. (Institutional) deluxe six-burner gas range. S. Agency: Mays & Bennett Adv., L.A.

WESTINGHOUSE ELECTRIC Corp., Pittsburgh, Pa., Electrical goods. N. Agencies: McCann-Erickson, Inc., N. Y.; Fuller & Smith & Ross, Cleveland. D-C.

GEORGE WESTON LTD., Toronto. (biscuits). N.S. Agencies: Alford R. Poyntz Adv., & Harry E. Foster Agencies Ltd., Toronto.

WETALENE LAB., Columbus, Ohio, household cleaner. S. Agency: Byer & Bowman, Columbus.

WHITE LABS, INC., Newark. Medical products, Aspergum, Vitamin B tablets, etc. Agencies: Harry C. Phiffs Adv., Chi.; Lawrence I. Everling Adv., Phila.; Robert Otto & Assoc., N.Y. (export adv.)

WHITE LABS., Toronto, Feenamint. S. Agency: Baker Adv. Agency, Toronto.

WHITE KING SOAP CO., L.A. R. Agency: Raymond R. Morgan Co., Hollywood.

THE S. S. WHITE DENTAL MFG. Co., Philadelphia, Oraline tooth paste and powder and mouth wash (mouth specialties). N. S. Agencies: Clements Co., Phila., Peterson & Kempner, N.Y.

WHITE ROCK CORP., N.Y. Mineral water & ginger ale. S. Agency: Kenyon & Eckhardt, N.Y.

WHITEHALL PHARMACAL Co., New York, Anacin and Hill's cold tablets, Heet, Bisodol & Kolynos Toothpaste. S. Agencies: Sullivan, Stauffer, Colwell & Bayles, N.Y.; Dancer-Fitzgerald-Sample, N.Y.; Duane Jones Co., N.Y.; Donahue & Coe Inc., N.Y.: Joseph Katz Co., N.Y.; Street & Finney Inc., N.Y.: Hanly, Hicks & Montgomery, N.Y.; John F. Murray Inc., N.Y.

WHITEHALL PHARMACAL Co. (Canada), Walkerville, Ont. Agency: Young & Rubicam, Toronto.

WILCO Co., Los Angeles, Clearex, Bif. S. Agency: Elwood J. Robinson Adv., Los Angeles.

WILCOX-GAY Corp., Charlotte, Mich., Recordio. Agency: Cramer-Krasselt, Milwaukee. D-C.

WILDROOT Co., Buffalo, Hair tonic. N. Agency: BBDO, Buffalo & Hollywood.

JOHN H. WILKINS Co., Wash, D. C., coffee, tea. N-S. Agency: Lewis Edwin Ryan, Wash.

OSCAR H. WILL & CO., Bismarck, N. D., Field, garden, nursery seed and greenhouse merchandise. S. Agency: Lessig Adv., Des Moines.

WILLARD TABLET Co., Chicago (proprietary). S. Agency: First United Broadcasters, Chicago.

THE WILLIAMS Co., Kokomo, Ind., Bouffont cleaning preparation. Agency: Caldwell-Baker Co., Indianapolis.

AL WILLIAMS HEALTH SYSTEMS, Los Angeles, Physical Culture. S. Agency: Western Adv. Agency, Los Angeles.

THE J. B. WILLIAMS Co., Glastonbury, Conn., Glider Shaving Cream, Aqua Velva, N.S. Agencies: J. Walter Thompson Co., N. Y.; Baker, Cameron, Soby & Penfield, Hartford.

WILLIAMSON CANDY Co., Chicago, O'Henry candy bars. N. Agency: Aubrey, Moore & Wallace, Chicago.

WILMINGTON FISH CANNERS Assn., Terminal Island, Calif., canned fish. S. Agency: Allied Adv. Agencies, Los Angeles.

WILSON SPORTING GOODS Co., Chicago, Sporting goods. N. Agency: Ewell & Thurber Assoc., Chicago.

WILSHIRE OIL Co., Los Angeles, Motor Oil. N. Agency: Dan B. Miner Co., Los Angeles.

WINE GROWERS GUILD, Lodi, Calif. S.TV. Agency. Honig-Cooper, S.F.

JOHN C. WINSTON Co., Philadelphia, Books. Agencies: Schwab & Beatty, N.Y.; Charles Blum Adv. Corp., Phila.

WM. H. WISE & CO., INC., New York, Publishers. N. Agencies: Huber Hoge & Sons, N.Y.; Thwing & Altman, N.Y.

WOOL NOVELTY Co., New York, Woolfoam. S. Agency: Redfield-Johnstone, N.Y.

WM. WRIGLEY, JR. Co., Chicago, Chewing gum, N. TV. Agencies: Ruthrauff & Ryan, Chi.; Arthur Meyerhoff & Co., Chi.

WM. WRIGLEY JR. Ltd., Toronto. (chewing gum) N. Agency: Walsh Adv., Toronto.

CHAS W. WRIGLEY Co., Chicago; Agency: Frances Hooper Adv., Chicago.

RUDOLPH WURLITZER Co., Chicago, Musical Instruments. N. Agency: Leo Burnett Co., Chicago. D-C.

X

XZIT SOOT ERADICATOR, Los Angeles, soot eradicator. S and N. Agency: Steller-Millar-Ebberts Adv., Los Angeles.

Y

YAGER LINIMENT Co., Baltimore, liniment. S. Agency: Harvey-Massengale Co., Durham, N. C.

YORK KNITTING MILLS, Toronto. N. Agency: Cockfield, Brown and Co., Toronto.

YOUNG PEOPLE'S CHURCH OF THE AIR, Religious Talks. N. Agency: Alpha Adv., Phila.

W. F. YOUNG, Inc., Springfield, Mass., Absorbine Jr. Liniment. S. Agency: J. Walter Thompson, N. Y.

Z

ZEEMAN CLOTHING Co., Los Angeles. Apparel chain. R. Agency: C. Evers Whyte Agency, L.A.

ZERBST PHARMACAL Co., St. Joseph. Mo., Zerbst capsules, Cholorlyne cough syrup. S. Agency: Olian Adv. Co., St. Louis.

ZONITE PRODUCTS Corp., New York. Larvex, Zonite antiseptic. Argyrol and Ovoferin, Forhan's Toothpaste. N. Agencies: Erwin, Wasey & Co., N.Y.; Gotham Adv., N.Y.

ZONITE PRODUCTS Corp., St. Therese. Quebec (Kreml). Agency: Erwin, Wasey & Co. of Canada Ltd., Toronto.

JOSEPH ZUKIN OF CALIF., Los Angeles, Women's Dresses. N.

Directory of

ADVERTISING AGENCIES HANDLING RADIO AND TV ACCOUNTS

WITH EXECUTIVE RADIO AND TV PERSONNEL AND ACCOUNTS

N—Network
S—Spot

A

AARONS, SILL & CARON INC.
Architects Bldg., Detroit 1
Tel.: Temple 1-3515
Radio Dept.: V. E. Sutfin, radio director & timebuyer.

ACCURATE ADVERTISING AGENCY
9 W. 60th St., New York 23
Tel.: Circle 7-3880
Radio Accounts: Marlon Confections Co. (S); Bonomo Culture Institute (N); Lady Vyvyan Cosmetics (S); Mini-Gym Corp. (S).

ROBERT ACOMB INC.
St. Paul Bldg., Cincinnati 2
Tel.: Main 2558
Radio Dept.: Marian Oberhelman, radio director.

AD ASSOCIATES
315 W. Ninth St., Los Angeles 15
Tel.: Tucker 5713
Radio Dept.: Andy Kelly, radio director.

A. L. ADKINS, ADVERTISING
693 Mission Street, San Francisco 5.
Tel.: Exbrook 2-7867.

WILLIAM HART ADLER INC.
720 N. Michigan Ave., Chicago 11
Tel.: Whitehall 4-5210
Radio Dept.: Wm. H. Adler, radio director; Aaron Adler, Kenneth C. Ring, account executives.
Radio Accounts: A. J. Canfield Co.; The Mantle Lamp Co. of America; Aladdin Industries, Inc.

ADMIRAL ADVERTISING AGENCY INC.
160 Broadway, New York
Tel.: Barclay 7-2696
Radio Dept.: Vincent Possini, radio director; J. P. Victor, Helen Votsis, account executives; Joseph J. Mellini, time & talent buyer.
Brooklyn—39 Highlawn Ave. Tel.: Esplanade 2-2035. J. P. Victor.
(Offices in Italy, Germany & Austria)
Radio Accounts: Andrew's Coffee; Caffe Vivo (S); Stroncone Pastry (S); D'Orazio Appliances; Cardinale Macaroni (S); Solano Winery (S).

ADVERTISING ASSOCIATES INC.
Bryant Bldg., Charlotte 1, N. C.
Tel.: 3-9281
Radio Dept.: Mark I. Moffett, radio director.

ADVERTISING ASSOCIATES INC.
Southland Life Bldg., Dallas 1
Radio Dept.: Bert Clardy, radio director; Emily McQueen, copy writer.
Radio Accounts: W. A. Green Dept. Store (N-S); International Insurance Agency (N); National Stores (N-S); Whitson Food Products (S); Wilcox Lumber Co. (N-S).

ADVERTISING BUSINESS AGENCY
263 Texas St., Fort Worth 2, Tex.
Tel.: 3-4473
Radio Dept.: David Garrett, radio director.

ADVERTISING BUSINESS ASSOCIATES
6912 Hollywood Blvd., Hollywood 28
Tel.: Hollywood 6281
Radio Dept.: H. O. Griffith, Woodward Tarbell.
Radio Accounts: Commercial Chemical Co.; Merchants Discount Plan; Dr. John Matthews.

ADVERTISING COUNSELORS
Spreckles Building, San Diego 1
Tel.: Main 8016
Radio Dept.: Buckleigh Oxford, radio director; Winifred E. Kiser, script writer; Terese Oxford, timebuyer & production.
Radio Accounts: Broadway Clothiers (S); Fackler Motor Service (S); Hammonds Dept. Store (S); Pacific Surplus Co. (S); A.B.C. Tile Co. (S); Arey-Jones (S); California Glass Co. (S); Las Palmas Clinic-Sanitarium; McChesney Specialty Works (S); Huff Rug Stretcher (S); Prowler Proof Locks (S); Wells Window Check (S).

ADVERTISING ENGINEERS CORP.
448 S. Hill St., Los Angeles 13
Tel.: Mutual 5039
Radio Dept.: E. Scott, radio director.
New York 17—60 E. 42nd St.

ADVERTISING HOUSE INC.
670 Lexington Ave., New York 22
Tel.: Murray Hill 8-0220
Radio Dept.: James W. Gillis, director of radio & television.

ADVERTISING INCORPORATED
American Fidelity Bldg., Fort Worth 4
Tel.: 3-2006 & 3-7282
Radio Dept.: Timothy L. Thomas, vice president & radio director.

ADVERTISING INC.
Central Nat'l Bank Bldg., Richmond 19, Va.
Tel.: 3-2809
Radio Dept.: J. Lynn Miller; A. F. Watson, television director; Alicia G. Smithers.
Richmond 19—416 E. Main St. Tel.: 3-5665
Radio Accounts: R. F. & P. Railroad Co. (S); Virginia Dairy (S); Henry R. Haase (S); Greentrees (S); La Vogue (S).

ADVERTISING INC. OF WASHINGTON
1025 Vermont Ave., N. W., Washington 4, D. C.
Tel.: Republic 3447
Radio Dept.: King Pedlar, radio director; Edna Holsteom.
Radio Accounts: Seventh Day Adventists (E. Pa., Potomac, W. Va. and general Conferences); United Typewriter Co. (S); Kitt's (S); Pine State Creamery Co. (S); Arlington Motors (S).

ADVERTISING & SALES CONSULTANTS AGENCY
2404 West 7th St., Los Angeles 5
Tel.: Drexel 5231
Radio Dept.: Gene Franke, chief consultant.

ADVERTISING SERVICE AGENCY
18 Broad St., Charleston 3, S. C.
Tel.: 3-1129 & 3-5366
Radio Dept.: M. Bishop Alexander, radio time buyer.

ADVERTISING TRADE SERVICE INC
303 Fifth Ave., New York 16
Tel.: Murray Hill 4-3800
Radio Dept.: Phil Abrahams, radio director, timebuyer.

AGENCY ASSOCIATES INC.
1509 Wilshire Blvd., Los Angeles 14
Tel.: Drexel 5341
A. W. Moore, manager and radio director.

AGENCY SERVICE CORP.
66 E. South Water St., Chicago 1
Tel.: Central 6-5255
Radio Dept.: Alfred C. Nouser, director & account executive; T. M. Kiley, time buyer; Walter Fay, writer.
Radio Accounts: Chicago Motor Club (S); Family Life Ins. Co. (S); Inter-Insurance Exchange (S); World Wide Travel Bureau (S).

AGRICULTURAL ADVERTISING & RESEARCH
Agriculture Research Bldg., Ithaca, N. Y.
Tel.: 451 & 452
Radio Dept.: Leland F. Hamrick, radio director and timebuyer
Albany, N. Y.—240 State St. Tel.: 5-4934.
New York 19—29 W. 57th St. Tel.: Plaza 3-8708.
Radio Accounts: Cooperative G. L. F. Exchange (S); Dairymen's League Cooperative Assn. (S); Southern States Cooperative (S).

THE AITKIN-KYNETT CO.
1400 S. Penn Square, Philadelphia 2
Tel.: Rittenhouse 6-7810
Radio Dept.: A. B. Sommerfield, radio director; E. M. Gretz, timebuyer.
Radio Accounts: Phillips Packing Co. Inc. (S); Stephano Bros. (S); Felton, Sibley & Co. (S); H. C. Derby Co. (S); Corkran, Hill & Co. (S); R. M. Hollingshead Corp. (S); Old Reading Brewery (S).

R. H. ALBER CO.
439 N. Larchmont Blvd., Los Angeles 14
Tel.: Hollywood 8273
Radio Dept.: R. H. Alber, president; Pauline Hagen, timebuyer.
Radio Accounts: Gospel Bcstg. Assn. (S).

ALLEN & CLENAGHEN
1135 S. W. Yamhill, Portland 5
Tel.: Atlantic 5233
Radio Dept.: Everett Mitchell, radio director.

ALLEN, HEATON & McDONALD INC.
617 Vine St., Cincinnati 2
Tel.: Cherry 3414
Radio Dept.: Douglass M. Allen, president.

ALLEN & MARSHALL ADVERTISING AGENCY
672 So. Lafayette Park Place, Los Angeles 5
Tel.: Drexel 5163
Radio Dept: H. Marshall West, radio director & time buyer.

ALLEN & REYNOLDS
Insurance Bldg., Omaha 2
Tel.: Atlantic 4445
Radio Dept.: Earl Allen, M. H. Reynolds, Karl Joens, Robert Reynolds, account executives.

ALLEY & RICHARDS CO.
370 Lexington Ave., New York 17
Tel.: Lexington 2-3020
Radio Dept.: Robert I. Garver, radio and television director; H. M. Billerbeck, director of timebuying; Elaine Akst, Grace Kipp, timebuyers; Charles A. Holcomb, H. L. Whittemore, account executives.
Boston 16—Statler Bldg. Tel.: Hubbard 8850. Barbara G. Keane, radio director.
Radio Accounts: R. C. Williams & Co. Inc. (S); Allen V. Smith & Co. Inc. (S); Glenwood Range Co. (S); Mich. Chem. Corp. (S); The John G. Patton Co., Inc. (S); Kendall Mills (S); Edgar P. Lewis & Sons, Inc. (S).

ALLIED ADVERTISING AGENCIES
167 S. Vermont Ave., Los Angeles 4
Tel.: Drexel 7331
Radio Dept.: W. F. Gardner, president; A. H. Esary, V.P.; William H. Welch, television director; Shirley Peron, timebuyer; Lou Sterling, Dick Bartlett, Milton Hoffman, Bart Ross, Ralph Whitmore, account executives.
San Francisco 3—Flood Bldg. Tel.: Douglas 2-7018. Jack Gregory.
Seattle 1—Henry Bldg. Tel.: Seneca 3350. Deon Routh, mgr.
Radio Accounts: Dr. F. E. Campbell (S); Blumenfield Theatres (S); Arden Farms (S); Pacific Finance; Eagelson's; Gold Furniture Co.; Podolor Motors; West Pico Furniture (S); W. L. Hughson Co. (S); Progressive Optical (S); H. S. Crocker Co.; Preservative Paint Co. (S); Liberty Theater (S); Totem Pontiac (S).

ALTOMARI ADV. AGENCY INC.
20 Vesey St., New York 7
Tel.: Digby 9-1510
Radio Dept.: Leonard S. Morvay Jr., radio and television director.

AMBRO ADVERTISING AGENCY
Dows Bldg., Cedar Rapids
Tel.: 4139
Radio Accounts: Cedar Rapids & Iowa City Railway; Iowa Electric Light & Power Co.; Iowa Southern Utilities Co.; Potosi Brewing Co.; Sanitary Farm Dairies; Iowa Mutual Liability Insurance Co.; Vigortone Products Inc.; Merchants National Bank.

AMBROSE & GUILFOYLE
601 Bangs Ave., Asbury Park, N. J.
Radio Dept.: John A. Guilfoyle, president; R. J. Guilfoyle, television director.

ANDERSON, DAVIS & PLATTE INC.
50 Rockefeller Plaza, New York 20
Tel.: Plaza 7-2300
Radio Dept.: Vera J. Muenzer, timebuyer; C. K. Elliott, H. A. Thompson, John E. Devine, L. G. VanAkin, Karl Knipe, account executives.
Radio Accounts: F. Schumacher & Co. (S); Alexander Smith & Sons Carpet Co. (S).

MERRILL ANDERSON CO. INC.
142 E. 39th St., New York 16
Tel.: Murray Hill 5-3045
Radio Dept.: Edward S. Johnson Jr., timebuyer; Gorge Piggatt, Don Depew, Frank C. Miller, account executives.
Radio Accounts: Syracuse Trust Co. (S); Onandaga County Savings Bank (S); National Bank of Commerce (S); First Nat'l. Bank of Glens Falls, N. Y. (S); Pittsfield Nat'l Bank, Mass. (S); First Nat'l Bank of Danville, Va. (S).

ROBERT ARCHER & CO.
20 N. Wacker Dr., Chicago 6
Tel.: Randolph 6-7466
Radio Dept.: Fern H. Stanley, timebuyer.

ARMSTRONG, REQUA & ASSOCIATES
Spreckles Building, San Diego 1
Tel.: Franklin 0101
Radio Dept.: Harry A. Fosdick, radio director; G. E. Vinson, account executive.
Radio Accounts: Sun Harbor Packing Co. (S); Walker's Dept. Store (S); Imig Manor (S); Stubbs Manors (S); Furlow & Assoc. (S); Hillcrest Assoc. (S).

JOHN FALKNER ARNDT & COMPANY, INC.
Fidelity-Phila. Trust Bldg., Philadelphia 9
Tel.: Kingsley 5-8500
Clarence R. Palmer, media director.
Radio Accounts: Wilson Line.

ARNOLD & CO. INC.
262 Washington St., Boston 8
Tel.: Richmond 2-1220
Radio Dept.: Trudy Richmond, radio director; Arnold Z. Rosoff, Oscar E. Rudsten, Harold Glickman, Leonard Meyers, account executives.

RUPERT ARNOLD ADVERTISING AGENCY
610 S. Broadway, Los Angeles 14
Tel.: Vandike 4472
Radio Dept.: Rupert Arnold, radio director.

ART-COPY ADVERTISING AGENCY
11 Hill St., Newark 2, N. J.
Tel.: Mitchell 2-4899
Radio Dept.: Martin Steinhardt, president & radio director.

THE ARTWIL CO.
22 W. 48th St., New York 19
Tel.: Plaza 7-1355
Radio Dept.: Arthur Bandman.
Radio Accounts: Ronnie Saks Inc. (S); N. Y. Mail Order Co. (S); Westport Pub. Co. (S); Hobby Book Mart (S).

ASHER, GODFREY & FRANKLIN INC.
404 Fourth Ave., New York 16
Tel.: Oregon 9-4754
Radio Dept.: Paul Godfrey, David J. Wenger.

ASSOCIATED ADVERTISING AGENCY INC.
Dixie Terminal Bldg., Cincinnati 2
Tel.: Main 5784
Radio Dept.: Sam Malcolm Levy, president.
Radio Accounts: Hotel Gibson (S); North Ky. Ford Dealers (S); Cincinnati Ford Dealers.
Television Accounts: North Ky. & Cincinnati Ford Dealers.

ASSOCIATED ADVERTISING AGENCY INC.
2624 W. 6th St., Los Angeles
Tel.: Dunkerque 8-3145
Radio Dept.: P. O. Narveson, president.

ASSOCIATED BUSINESS COUNSELORS, INC.
Fox Bldg., Detroit 1
Tel.: Cadillac 7878
Radio Dept.: E. S. Conroy, radio director.
New York 1—Empire State Bldg., Tel.: Longacre 3-7260, Lansing Moore, manager.

ATHERTON ADVERTISING AGENCY
8455 Melrose Pl., Los Angeles 46
Tel.: Webster 3-8488
Radio Dept.: Al Atherton, radio director; Alice Asdour, timebuyer.
Radio Accounts: Western Amusement Co. (S); Crib Diaper Serv. (S); Ponty Construction Co. (S); Hughes Paint Co. (S).

ATHERTON & CURRIER INC.
420 Lexington Ave., New York 17
Tel.: Lexington 2-8795
Radio Dept.: John P. Atherton, radio and television director; W. T. Tieman, timebuyer.

AUBREY, MOORE & WALLACE INC.
230 N. Michigan Ave., Chicago.
Tel.: Financial 6-1600
Radio Dept.: Jack North, radio and television director.

J. J. AUERBACH CO.
103 Park Ave., New York 17
Tel.: Lexington 2-9660
Radio Dept.: J. J. Auerbach, radio head.

RAY AUSTRIAN AND ASSOC.
16 E. 41st, New York 17, N. Y.
Tel.: Murray Hill 5-7511
Radio Dept.: Ray Austrian, president; Anne Belman, vice president; Harry Zee, treasurer.

AVERY & BRUGIERE ADV.
617 Montgomery St., San Francisco 11
Tel.: Yukon 6-0181

(Continued)

ADVERTISING AGENCIES HANDLING RADIO AND TV ACCOUNTS
(Continued)

N. W. AYER & SON INC.
30 Rockefeller Plaza, New York 20
Tel.: Circle 6-0200

Radio Dept.: H. L. McClinton, vice-president and director of radio-television; James E. Hanna, vice president, manager radio-television dept.; Robert A. Mortesen, co-ordinator of sports; T. J. McDermott, radio-television plans; John W. Purves, Paul F. Kizenberger, Charles Wilds, timebuyers; Richard S. Bunbury, contracts; Joseph R. Stauffer, manager radio production; Marge Kerr, talent; Philip A. Young, copy chief; Wauhillau LeHay, Dorothy Doran, publicity; G. D. Gudebrod, Don McClure, motion pictures & television; Gordon C. Braine, director radio research; Shirley Stone, research ass't.

Boston 16—Statler Office Bldg. Tel.: Hubbard 4970.

Chicago 3—135 South LaSalle St. Tel.: Randolph 3456.

Detroit 26—Penobscot Bldg. Tel.: Randolph 3800

Hollywood 28—Taft Bldg. Tel.: Hempstead 4871. Glenhall Taylor, mgr.

Philadelphia 6—West Washington Sq. Tel.: Lombard 3-0100.

San Francisco 4—235 Montgomery St. Tel.: Sutter 2534

Honolulu 16, Hawaii—Dillingham Bldg., Avery McBee, mgr.

Radio Accounts: The Atlantic Co. (S); The Bell Telephone System (N); Chesapeake and Potomac Telephone Co. (S); Chrysler Corp. (S); Plymouth Division, Chrysler Corp. (S); Clicquot Club Co. (S); Electric Companies Advertising Program (N); Hawaiian Pineapple Co. Ltd. (S); Charles F. Hires Co. (S-N); Illinois Bell Telephone Co. (S); Johnson & Johnson (S); The Kellogg Co. (S); Michigan Bell Telephone Co. (S); The Philadelphia National League Baseball Club (S); Regal Shoe Co. (S); Sealtest (N); Sheffield Farms Co. Inc. (S); Supplee Wills Jones Milk Co. (S); United Air Lines (S).

Television Accounts: The Atlantic Refining Co.; American Tobacco Co., Illinois Bell Telephone Co.; Sheffield Farms Co. Inc.; Supplee Wills Jones Milk Co.; United Air Lines.

AYLIN ADVERTISING AGENCY
522 Waugh Dr., Houston 6
Tel.: Keystone 3-7469

Radio Dept.: Richard Dumit, radio director; Robert N. Aylin, president.

Radio Accounts: Arrow Mills Inc. (S); Temple Lumber Co. (S); Weldon Cafeteria (S); Black-Brollier (S).

WARREN JOYCE AYRES ADVERTISING
1310 Sharp Bldg., Lincoln 8, Neb.
Tel.: 2-6619

Radio Dept.: Warren Joyce Ayres, W. M. Swanson, C. E. Ettinger, E. C. Mueller Jr., account executives; Elizabeth Cashen, Mary Gibson, copywriters; Arthur White, Barbara Deweese, time buyers.

B

MILTON E. BACON ASSOCIATES
Exchange Bank Bldg., St. Augustine, Fla.
Tel.: 1514

Radio Dept.: John J. Vollbrecht, radio & television director; John W. Hartman, radio & television timebuyer.

Jacksonville—P. O. Box 1894. Tel.: 9-4907.

Radio Accounts: Chamber of Commerce, Daytona Beach; Catholic Diocese St. Augustine; J. T. McCormick Inc. (S); Barnett National Banks (S); Gibbs Corp. (S).

Television Account: Daytona Beach Chamber of Commerce.

BADGER & BROWNING & HERSSEY INC.
30 Rockefeller Plaza, New York 20
Tel.: Circle 7-3720

Radio Dept.: Jack Wilcher, radio director; William Doty Eduarde, television director, time buyer.

Boston 10—75 Federal St. Tel.: Liberty 3364.

Radio Accounts: American Chicle Co. (S); Wilbur-Suchard Chocolate Co. Inc. (S); Whitetower Restaurants; Scandinavian Coffee Corp.

S. C. BAER CO.
Times-Star Bldg., Cincinnati 2.
Tel.: Parkway 0409-0410
Radio Dept.: S. Schindler.

WDOV

Delaware's Capitol Voice

1000 WATTS ✦ 1410 KC

OUR COVERAGE
HAS A L-O-N-G R-E-A-C-H
THRUOUT THE MIDDLE ATLANTIC STATES

Let us Prove it to You

DOVER DELAWARE

FREDERICK E. BAKER & ASSOCIATES
Vance Bldg., Seattle 1
Tel.: Eliot 0957

Radio Dept.: Peter Lyman, director.

Radio Accounts: Alaska Steamship Co.; Algaederm Inc.; Boeing Airplane Co.; Carl Brandenfels; Central Oldsmobile Co.; Irvings Clothes Shop; Riach Oldsmobile Co.; Specialty Processors Inc., all spot users.

BALDWIN, BOWERS & STRACHAN INC.
374 Delaware Ave., Buffalo 2
Tel.: Washington 6854

Radio Dept.: Everett L. Thompson, radio director; Joseph H. Raddar, Jean E. Schantz, radio producers; Jean A. MacMurray, traffic manager.

Radio Accounts: Iroquois Beverage Corp. (S); General Ice Cream Corp. (S); First Federal Savings & Loan Assn. (S); International Railway Co. (S); Sears Roebuck & Co. (S); Colonial Preserves (S); Thomas Products Inc. (S); Kobler and Miller (S); Prechtel Optical Co. (S); Kenmore Motors Inc. (S); Dodds Dairy (S); Buffalo Industrial Bank (S); S. R. Gerber Sausage Co. (S); Farmer Brown, Inc. (S); Martin Jacobi Inc. (S); Crystal Beach Co. (S); Quality Laundry (S); The Sample Shop (S); Erie Savings & Loan (S); Red & White Stores (S); Hambleton Terminal Corp. (S); Joseph Strauss Co. (S); Buffalo Industrial Bank (S); Richard W. Michaels Ins. (S); Trico Products (S); Buffalo Plastic Finish Co. (S); Buffalo Home Insulation Co. (S); Old Dutch Foods (S); West Side Businessmen's Assn. (S); Lincoln Mercury Dealers (S); Buffalo Launderettes (S).

BALL & DAVIDSON ADVERTISING AGENCY
Colorado National Bank Bldg., Denver 2
Tel.: Main 1291

Radio Dept.: Mark Schreiber, television and radio director; C. A. Salstrand, account executive; Dorothy Jenkins, time buyer.

Radio Accounts: Denver Dry Goods Co. (N); Merchants Biscuit Co. (N); Site Service Stations-Mars Oil Co. (S); Kilpatrick Baking Co. (S); Retail Florists Assn. of Colo.; Save-A-Nickel Food Stores (S); Arthur Murray Studios; Beach Milk Co. (S); Goodheart's Laundry (S); Buehler-Mayflower Transfer Co.; George Rice Realtor.

JOHN BARNES ADVERTISING AGENCY
312 E. Wisconsin Ave., Milwaukee 2
Tel.: Daly 2393

Radio Accounts: Mrs. Karl's Bakeries; Wisconsin's Ice and Coal Co. (S); Jay Graf Co. (S).

BARNES-CHASE CO.
530 Broadway, San Diego 1
Tel.: Franklin 7771

Radio Dept.: Edwina B. Sample, radio director; Mark Moore, Norman Foster, Mortimer Posner, Robert Fling, account executives.

Los Angeles 15—1121 South Hill St. Charles John Hawkins, manager.

Radio Accounts: Security Bank (S); Jessop's Jewelers (S).

BARRONS ADVERTISING CO.
Pickwick Bldg., Kansas City 6, Mo.
Tel.: Harrison 6118

Radio Dept.: Wheeler Godfrey, president and timebuyer.

Radio Accounts: Sodiphene Co. (S); Midwest Wool Marketing Cooperative (S); Seidlitz Paint & Varnish Co. (S); Cleveland College (S); Sifers Velvet Chocolate Co. (S).

STUART BART ADVERTISING
114 E. 32nd St., New York
Tel.: Lexington 2-2323

Radio Dept.: Budd Getschal, radio director.

Radio Accounts: Louis G. Cowan Inc.

BASKIN, SALEM N. ADVERTISING AGENCY
333 North Michigan Ave., Chicago 1
Tel.: Randolph 6-0787

Radio Dept.: James Pease, account executive, in charge of radio.

BASS-LUCKOFF OF HOLLYWOOD
439 S. La Cienga Blvd., Los Angeles
Tel.: Bradshaw 2-3396

Radio Dept.: Louis Bass, Sidney W. Kahn.

Radio Accounts: Penny-Owsley Music Co. (S); Rhodes Jewelry (S); Dodds Jewelers (S).

TED BATES & CO.
630 5th Ave., New York 20
Tel.: Circle 6-9700

Radio Dept.: Edgar P. Small, V.P. & director of media; J. M. Lyden, D. R. Parman, W. L. Musser, account executives.

Hollywood 28—6432 Selma Ave. Tel.: Hollywood 2161.

BATTEN, BARTON, DURSTINE & OSBORNE INC.
383 Madison Ave., New York 17
Tel.: Eldorado 5-5800

Radio Dept. Arthur Pryor, vice-president in charge of radio; W. W. Crider, vice-pres. in charge of new programs & talent; Carroll Newton, business manager; Robert L. Foreman, vice-pres. in charge of commercial copy; Frank Silvernail, head timebuyer; Elenore Scanlan, local radio manager; George Kondolf, chief story editor; Fred Soutland, Lola Orlandi, Hope Martinez, Mildred Eberhard, John Besctechi, Mary Ellis, Norman Chester, William Kennedy, Charles Allen, time buyers; Paul Markman, Richard Coblens, Gertrude Scanlan, Harold Blackburn, J. D. Danforth, Robert Beuchner, Thayer Cummings, W. J. O'Donnell, S. A. Harned, Frank Mahoney, Carroll Newton, Len Carey, Lee White, Thomas Dillon, E. H. Cashim, account executives.

Boston 16—Statler Bldg. Tel.: Hubbard 2-0430. F. W. Hatch, vice-president.

Buffalo 3—Rand Bldg. Tel.: Cleveland 7915. S. P. Irvin, vice-president.

Chicago 11—919 N. Michigan Ave. Tel.: Superior 9200. H. H. Haupt, vice-president.

Cleveland 13—Terminal Tower Bldg. Tel.: Prospect 3621. E. E. Haring, manager.

Detroit 26—Penobscot Bldg. Tel.: Wood 5-0620. Mgr.: George Vonderlin.

Hollywood 28—1680 N. Vine St. Tel.: Hollywood 7337. Wayne Tiss, vice-president.

Los Angeles 14—523 W. 6th St. Tel.: Michigan 1354. A. W. Nealy, vice-president.

Minneapolis 2—Northwestern Bank Bldg. Edward A. Cashin, vice-president. J. C. Cornelius, executive vice-president.

Pittsburgh 19—Grant Bldg. Tel.: Grant 8060. Leon D. Hansen, vice-president.

San Francisco 14—Russ Bldg. Tel.: Sutter 1-2232. C. H. Ferguson, vice-president.

Radio Accounts: Armstrong Cork Co.; E. I. du Pont de Nemours & Co Inc.; Cream of Wheat; Emerson Drug Co.; Curtis Publishing Co.; Wildroot Co. Inc.; U. S. Steel Corp.; Chamberlain Sales Corp.; De Soto Division, Chrysler Corp.; First National Bank of Boston; Fort Pitt Brewing Co.; General Baking Co.; Peter Hand Brewing Co.; Minneapolis Brewing Co.; Murine Co.; Nehi Corp.; New York Telephone Co.; Pacific Telephone & Telegraph Co.; Penick & Ford Ltd.; Reader's Digest; Southern New England Telephone Co.; Rexall Drug Co.; Tennessee Coal, Iron & R. R. Co.; F. & M. Schaefer Brewing Co.; General Electric Co.; Fruit Dispatch Co.; Gamble-Skogmo Inc.; Golden State Co., Ltd.; George A. Hormel Co.; Keystone Lumber Co.; Northwestern Bell Telephone Co.; Sea Breeze Labs.; Standard Oil Co. of California; Tea Garden Products Co.; Trans-World Airlines, Inc.; Waitt & Bond, Inc.; American Tobacco Co.; American Home Magazine; Berwin Fuel Corp.; Bon-Ami Corp.; Circus Foods, Inc.; Cons. Edison Co. B. F. Goodrich Co.; Marine Trust Co.; Maywood Park Trotting Assn.; Minneapolis Mining & Manufacturing Co.; Mount Royal Importers; National Gypsum Co.; Northern Pacific Railway Co.; Paper Division, Personal Products Corp.; Roosevelt Raceway; Savings Bank Assn. of Mass.; Servel Inc.; R. H. Stearns Co.; Timken Roller Bearing Co.; William Underwood Co.; Republican National Committee.

BAWDEN BROS. INC.
121 E. 3rd St., Davenport, La.
Tel.: 2-3553

Radio Dept.: Ray Bawden, timebuyer.

ROGER BEANE ADVERTISING AGENCY
136 N. Delaware St., Indianapolis 4
Tel.: Franklin 2517

Radio Dept.: Harold Bean, radio director & timebuyer.

BEAUMONT, HELLER & SPERLING INC.
6th and Walnut St., Reading, Pa.
Tel.: Reading 7447
Radio Dept.: Dorathea A. Hassler, radio director.
Radio Accounts: Maier's Bakery (S); Reading Laundries (S); Automotive Service (S); V. Arena & Sons (S). Fuhrmann & Schmidt Brewery (S); Allen Laundry (S); Easton Laundry (S); Crystal Rock Beverage Co. (S).

BEAUMONT & HOHMAN INC.
6 N. Michigan Ave., Chicago 2
Tel.; CEntral 6-4230
Radio Dept.: Guy Davis, radio director; Perry R. Thomas, manager.
Atlanta 3—32 Peachtree St. N. W. Tel.: Main 4770. J. J. Hanna, radio director.
Charleston 1—Knight Bldg. Tel.: 3-4431. Russ Cheadle, radio director.
Cleveland 14—NBC Bldg. Tel.: Cherry 3658. T. R. McCabe, radio director.
Dallas 1—1905 Elm. Tel.: Central 5388. Paul H. Leech, radio director.
Detroit 26—1249 Washington Blvd. Tel.; Cherry 4409. I. C. Bettiker, radio director.
Kansas City 6—921 Walnut St. Tel.: Victor 3063. Harvey Pearman, radio director.
Los Angeles 13—816 W. Fifth St. Tel.: Trinity 8173. J. C. Arnold, radio director.
New York 20—630 Fifth Ave. Tel.: Circle 6-7040
Portland 4, Ore.—Pacific Bldg. Tel.: Beacon 1922. Elwood Enke, radio director.
San Francisco 4—Russ Bldg. Tel.: Garfield 0846. H. D. Cayford, radio director.
Seattle 4—Central Bldg. Tel.: Seneca 0066. Ted White, radio director.
Omaha 2—638 Insurance Bldg. Tel.: Atlantic 0369. J. P. Mayo, manager.

JULIAN J. BEHR CO.
Dixie Terminal Bldg., Cincinnati 2
Tel.: Cherry 7635
Radio Accounts: L. M. Prince Co.

HERBERT S. BENJAMIN ASSOCIATES INC.
234 Main St., Baton Rouge, La.
Tel.: 3-2847
Radio Dept.: Richard K. Goldberger, radio director; Allen R. Brent, Lee Herzberg, Jr., account executives. Radio Accounts: Bert's Camera Center (S); Capital Bedding Co. (S); Capital Building & Loan (S); Fidelity Natl. Bank; Guarantee Shoe (S); Grand Pellican Furniture (S); Jack's Cookie Co.; Jordan Home Appliance (S); Kornmeyers Furniture (S); Sitman's Drug Chain (S); World Travel Agency (S).

HARRY BENNETT ADVERTISING
412 W. Sixth St., Los Angeles, 14
Tel.: Van Dyke 2482
Radio Dept.: William W. Harvey, account executive; Joseph Donohue, radio consultant.

VICTOR A. BENNETT CO. INC.
511 Fifth Ave., New York 17
Tel.: Murray Hill 7-2189. Radio Dept: Victor A. Bennett, Pres.; John L. Moore, vice-president. Radio Accounts: Longine-Wittnauer Watch Co. (N-S).

BENNETT, WALTHER & MENDADIER INC.
69 Newbury St. Boston 16
Tel.: Kenmore 6-3820
Radio Dept.: Elizabeth Parsons, timebuyer.

BENTON & BOWLES INC.
444 Madison Ave., New York 22
Tel.: Murray Hill 8-1100
Radio Dept.: Walter Craig, vice president in charge of radio & television; Leslie Harris, radio director; Robert Buckley, business mgr. radio dept.; Herb Leder, television director; George Kern, manager of radio dept. and chief timebuyer.
Hollywood 28—6253 Hollywood Blvd. Tel.: Hillside 9151. L. T. Steele, vice president in charge of Hollywood office; Albert E. Kaye, vice president & West Coast representative.

BERMINGHAM, CASTLEMAN & PIERCE INC.
136 E. 38th St., New York 16
Tel.: Lexington 2-7550
Radio Dept.: George C. Castleman, radio director; Ray Ovington, television director.
Radio Accounts: Griffin Mfg. Co. (S); Conti Products (N); Dailey Mills Inc. (S); Louis Sherry (S). Saben Airlines (S); Television Accounts: Jay Day Dress Co.; Purofied Down Prod Corp.; Lektrolite Corp.; Einstein & Salinger.

TED BERNSTEIN ASSOCIATES
51 Madison Ave., New York 10
Tel.: Murray Hill 5-3730
Radio Dept.: Sylvester J. Bernstein,—timebuyer, account executive; Theodore H. Bernstein, account executive; J. Porter Reilly, radio & television director.

BERTLEY, SINGER & STONEHILL
119 W. 57th St., New York 19
Tel.: Circle 5-4913
Radio Dept.: Robert G. Bartley, A. Ira Blumenthal.

FRANK BEST & CO. INC.
9 Rockefeller Plaza, New York 20
Tel.: Circle 7-6760
Radio Dept.: A. H. Van Buren, radio director; Irving Marks, vice-president.

GORDON BEST COMPANY
Radio Dept.: Edwin A. Trizil, media director.
Chicago 1—228 N. LaSalle St. Tel.: State 5060.

BOB BETTS ADVERTISING
First National Bank Bldg., Denver 2
Tel.: Main 6782
Radio Dept.: L. W. Koerber, Director; E. Whetstone, R. J. Betts, account executives.
Radio Accounts: Denver Dairy Council (S); Carlson-Frink Co. (S); Joe Kavanaugh (S); Frontier Ref. Co. (S); Maplecrest Turkey Farms (S); Red Dot Oil Co. (S).

BEN BEZOFF & CO.
Majestic Bldg., Denver 2
Tel.: Keystone 8139
Radio Dept.: A. K. Rames, Jr., radio director; Edwin E. Koepke and Ben Bezoff, account executives.
Radio Accounts: Aetna Trailer Sales (S); Denver Industrial Bank; North Denver Furniture Co.; Abbey Rents; Built-Rite Auto Body; Denver Willys Inc.; E-Z Do Food Products Empire Wool Co.; Ludwig & Co.; McIntosh Barton; Orchid Shop; all spot users.

LEE S. BIESPIEL ADV.
605 N. Michigan Ave., Chicago 11
Tel.: DElaware 7-4190
Radio Dept.: Lee S. Biespiel, president & timebuyer.

BING AND HAAS
Advertising and Promotion
Frederick Building
Cleveland 15, Ohio
Tel.: SUperior 2773
Radio Dept.: Ralph S. Bing, radio director & time buyer; Sandford N. Curtiss, Herman Spero, account executives.
Radio Accounts: Al Sirat Grotto Circus (S); Cadillac Lounge; Balushild Motors (S); Schnit & Son; Red Goose Shoes (Cleveland area) (S). Keeti's Fashion Shop (S); Schnit & Son (S).

BIOW CO. INC.
9 Rockefeller Plaza, New York 20
Tel.: Plaza 7-4100
Radio Dept.: Thomas Revere, radio director; John Kucera, Ethel Wieder, timebuyers; Jack Mosman, producer; John Hamm, manager of radio dept.
Hollywood—6111 Sunset Blvd. Tel. Hempstead 2377. Jack Runyon, radio director.
San Francisco—703 Market St. Tel.: Garfield 4854. Les Hannah, Mgr.
Radio Accounts: Philip Morris Co., Milton Berle; Philip Morris Co., Dinah Shore Show; Philip Morris, Horace Heidt; Bulova Time Signals.
Television Accounts: Bulova Time Signals.

WILLIAM S. BISHOP CO.
6 N. Michigan Ave., Chicago 2
Tel.: STate 2-6065
Radio Dept.: William S. Bishop, president & timebuyer.

BIXBY ADVERTISING AGENCY
171 Westminister St., Providence 3
Tel.: Gaspee 3961
Radio Dept.: James F. Hanaway, vice president, radio director & timebuyer.

HILL BLACKETT & CO.
221 N. LaSalle St., Chicago 1
Tel.: State 0950
Radio Dept.: Kirby Hawkes, radio director; Frank Reed, timebuyer; Robert G. Wilson, R. H. Sampson, account executives.

BLACKSTONE CO.
221 W. 57th St., New York 19
Tel.: Circle 7-4915
Radio Dept.: Jack Steiner, radio director; timebuyer; Jack Steiner, Charles Kondla, Mortimer Curtis, Robert Towers, Leonard Ruskin, Arthur Fischer, Shirley Mason, M. Rodman, account executives.
Radio Accounts: Eureka Shipbuilding Corp. (S); Keystone Paint & Varnish (S); Grossinger Hotel (S).

BLAINE-THOMPSON CO.
234 W. 44th St., New York 18
Tel.: Longacre 4-0800
Radio Dept.: Marlo Lewis, vice-president in charge of radio and television; Richard Ash, radio director, timebuyer.
Radio Accounts: Warner Bros. Pictures (S); Select Theatres Corp. (S); Joe Lowe Corp. (S).

THE BLAKEMORE CO.
2021 Grand Ave., Des Moines 12
Tel.: 2-0222

BLAKER ADVERTISING AGENCY
501 Madison Ave., New York 22
Tel.: Eldorado 5-7563
Radio Dept.: Jean Zipser, radio director, timebuyer; Helen Nash, Harold Tuers, account executives.
Radio Accounts: Stahl-Meyer Inc. (S); Sell's Planned Foods Inc. (S); Elizabeth Arden Inc. (S).

BLISS & MARCES INC.
Times Tower, New York 18
Tel.: Bryant 9-5228
Radio Dept.: S. Marsten, radio director, B. B. Bliss, television director; G. N. Marces, S. Saxe, account executives.
Radio Accounts: N. Albert Sons; Eastern wine group (S).

BLOCH ADVERTISING AGENCY
406 So. Main, Los Angeles 13
Tel.: Vandike 8600
Radio Dept.: Charles E. Tebbetts, radio director.

CHARLES BLUM ADVERTISING CORP.
1120 Spruce St., Philadelphia 7
Tel.: Pennypacker 5-4424
Radio Dept.: Charles Blum, president, radio director, account executive.

FRANK L. BLUMBERG AGENCY
401 North Charles St., Baltimore 1
Tel.: Mulberry 6672
Radio Dept.: Horace J. Elias, radio director.
Television Accounts: Park Circle Motor Co., Legum Distributing Co.

BOND & STARR INC.
248 Fourth Ave., Pittsburgh 22
Tel.: Grant 1827
Radio Dept.: John M. Huggett, executive vice president & radio director; Helen R. Wischmeyer, timebuyer.

BOOKER-COOPER INC.
601 S. Rampart St., Los Angeles 14
Tel.: Fitzroy 9127
Radio Dept.: A. R. Booker, pres.

BORTON, F. L.—ADVERTISING
Monticello, Ill.
Tel.:
Radio Dept.: B. R. Miller, timebuyer.

W. EARL BOTHWELL
600 Grant St., Pittsburgh 19
Tel.: Court 6565
Radio Dept.: Nathan A. Tufts, radio director; William Dahlman, account executive; H. B. Trautman, copy chief.
New York 16—22 E. 40th St. Plaza 9-7795. H. B. Trautman, acting manager.
Chicago 11—520 N. Michigan Ave. Charles D. Pettengill, vice president and general manager.
Hollywood—1624 N. Hudson Ave. Nathan A. Tufts, manager.
Radio Accounts: American Home Products Corp. (N-S); Boyle-Midway Inc., (S); Frank & Seder department store (S); Allegheny County Democratic Committee (S); American Home Foods Inc., (Duff's Baking Mixes; George Washington Coffee) (N-S); Industrial Cigar Co. (S).

BOTSFORD, CONSTANTINE & GARDNER
115 SW. Fourth Ave., Portland 4
Tel.: Atwater 9541
Seattle 4—Central Bldg. Tel. Eliott 3523.
San Francisco 4—Russ Bldg. Tel.: Exbrook 2-7565
Los Angeles 14—629 S. Hill St. Tel.: Vandike 0796
New York 1—Empire State Bldg. Tel.: Bryant 9-4845.

LEO P. BOTT JR., ADVERTISING
64 East Jackson, Chicago 4
Tel.: HArrison 7-9177
Radio Dept.: Leo P. Bott, Jr., A. Weister.

THE LEO BOULETTE AGENCY
303 North Main St., Three Rivers, Mich.
Tel.: 755
Radio Dept.: Carol Boulette, radio director.
Radio Accounts: Hartford Farms (S).

BOURNE ASSOC. INC.
60 E. 42nd St., New York 17
Tel.: Vanderbilt 6-1423
Radio Dept.: Severin Bourne, radio director; Victor Arden, radio consultant; Suzanne C. Lloyd, talent buyer.

JOHN R. BOYD CO.
4814 Loma Vista, Los Angeles 21
Tel.: Lafayette 1109
Radio Dept.: John R. Boyd, radio director.

STANLEY G. BOYNTON RADIO ADVERTISING
Fisher Bldg., Detroit, 2
Tel.: Trinity 1-2552
Radio Dept.: Stanley B. Boynton, president; Betty Leslie, timebuyer; J. H. Beye, production manager.
Radio Accounts: Radio Bible Class (N-S); The Calvary Hour (S); New World Coming (S); Wesley Radio League (S).

(Continued)

WOC

FIRST in the QUAD Cities
The 40th retail market
DAVENPORT
ROCK ISLAND
MOLINE
EAST MOLINE

"On WOC and WOC-FM — full schedule from NBC — the FIRST network."

MINNEAPOLIS
ST PAUL
CHICAGO
OMAHA
QUAD CITIES
ST LOUIS

WOC
AM 5,000 W., 1420 Kc.
FM 47 Kw., 103.7 Mc.
TV C.P. 22.9 Kw. visual and aural, Channel 5

BASIC NBC Affiliate
DAVENPORT, IOWA

National Representatives
Free & Peters, Inc.

ADVERTISING AGENCIES HANDLING RADIO AND TV ACCOUNTS
(Continued)

BOZELL & JACOBS INC.
326 W. Madison St., Chicago 6
Tel.: CEntral 6-6505
Radio Dept.: Philip Rouda, radio director; Pauline Piel, timebuyer.
Minneapolis 2—415 S. 6th. Tel.: Main 4527. Sam Kaufman, radio director.
Los Angeles—6711 Sunset Blvd. Tel.: Hillside 2695
Radio Accounts: Leaf Gum Co.; Oman Chemical Co.; Central Illinois Electric & Gas Co.; Society of American Florists; Chicago Herald-American.
Television Accounts: Society of American Florists.

GUENTHER BRADFORD & CO.
15 E. Huron St., Chicago 11
Tel.: Superior 7-9474
Radio Dept.: Charles V. Zeller, radio and television director and timebuyer.

BRADHAM & CO.
Piedmont Bldg., Greensboro, N. C.
Tel.: 3-4321 & 3-7435
Radio Dept.: Doris Hines, space buyer.

RICHARD BRADLEY ASSOCIATES
540 N. Michigan, Chicago 11
Tel.: WHitehall 4-5543

ARTHUR BRAITSCH ADVERTISING
15 Westminster St., Providence
Tel.: Dexter 5313
Radio Dept.: Arthur Braitsch, radio director; John A. Lorimer, timebuyer, account executive; Wirifred Parker, producer; James Fraser, TV.
Radio Accounts: Sally's Fur Studio (S); Baird North Inc. (S); Strand Theatre (S); Weybosset Markets (S): White Fuel Co. (S); Rhode Island Hospital Trust Co. (S); Rocky Point Park; Interstate Navigation.

MICHAEL BRAND ASSOCIATES
1746 N. Las Palmas Ave., Hollywood 28
Tel.: Hollywood 4427
Radio Dept.: Michael Brank, radio director; Anne Glass, timebuyer.
Radio Account: Karseal Corp. (S).

THE J. CARSON BRANTLEY ADV. AGENCY
Owen Building, Salisbury, N. C.
Tel.: 900
Radio Dept.: J. Carson Brantley, radio director; A. R. Monroe, auditor.
Radio Accounts: Duke Power Co. (S); L. B. Coulter Co. (S); Owen Drug Co. (S); Carolina Beverage Corp. (S); CM Company (S); Nye Drug Co. (S).

BRENNAN ADVERTISING AGENCY
812 Scalan Bldg., Houston
Tel.: Charter-42596
Radio Dept.: Cecil Carnes, director of radio and television; Lucille M. Scheid, asst. radio director; James T. Morris, J. Earl Brennan, John F. Wallace, account executives.
Waco—1106 Medical Arts Bldg. Mgr.: C. C. Stineman.
Radio Accounts: C. James Stewart & Stevenson; Houston Bank & Trust Co.
Television Accounts: Wm. Cameron Co.

BRESNICK & SOLOMONT
216 Tremont St., Boston 16
Tel.: Liberty 7751
Radio Dept: Avner Rakov, radio director, timebuyer; Frank C. Gardner, copy chief.

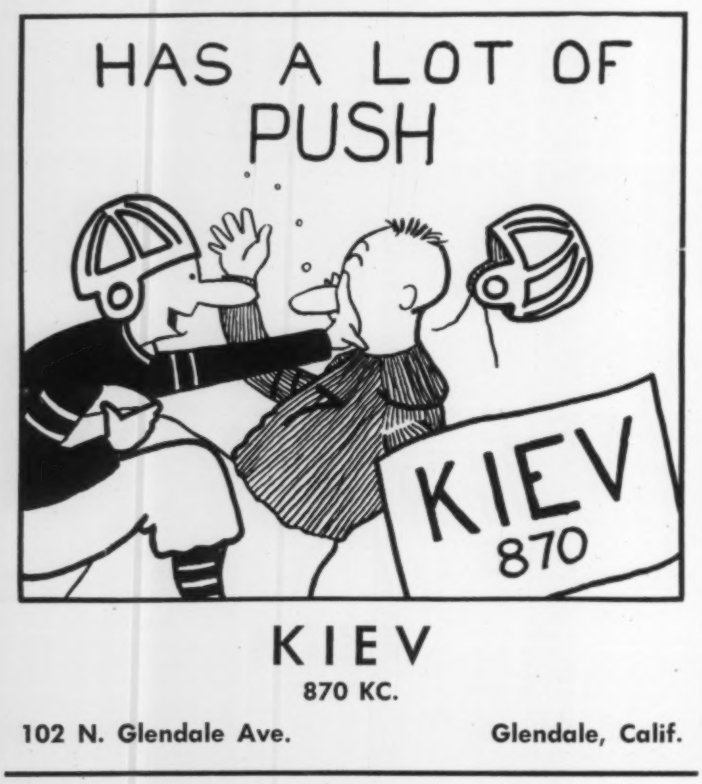
R. C. BRETH INC.
310 Pine St., Green Bay, Wis.
Tel.: Howard 134
Radio Dept.: M. E. Klein, radio timebuyer.

BRUCE B. BREWER & CO.
Fidelity Blg., Kansas City 6, Mo.
Tel.: Harrison 4890
Radio Dept.: W. J. Woods, R. I. Preis, C. R. Strotz, John A. Griffith, account executives; M. E. Klein, timebuyer.
Minneapolis—Foshay Tower. Tel.: Atlantic 4307. M. L. Henderson, manager.

BRIGGS & VARLEY INC.
14 E. 48th St., New York 17
Tel.: Wickersham 2-8533
Television Accounts: Davidson Bros. Corp.

BRINDLEY-ROTH INC.
131 Lafayette W., Detroit 26
Tel.: Cadillac 8295
Radio Dept.: R. Benton Brindley, radio director.

BRISACHER, WHEELER & STAFF
Crocker Bldg., San Francisco 4
Tel.: Garfield 0276
Radio Dept.: Emil Brisacher, president, radio director; Eleanor Reasoner, timebuyer; Robert T. Van Norden, Walton Purdom, Lester Friedman, account executives.
Los Angeles—1133 Crenshaw Blvd. Tel.: Webster 8143. Franklin C. Wheeler, executive vice-president; Charles Chaplin, producer; Al Hubbard, account executive.
New York 16—140 E. 49th St. Tel.: Murray Hill 2-5838. Chas. H. Gabriel, mgr.; E. T. Kenner, Jr., account executive. Other Offices: Chicago, Portland, Ore., Seattle; London, England.
Radio Accounts: S & W Fine Foods Inc. (S); Standard Beverages (S); West Coast Soap (S); Acme Breweries (S); Bohemian Distributing (S); Franzia Bros. Winery (S); L. G. Labs (S); Peter Paul; Mission Pak; Dennison's Foods.


HAS A LOT OF PUSH
KIEV 870
KIEV
870 KC.
102 N. Glendale Ave. Glendale, Calif.

BROADCAST ADVERTISING
3055 Wilshire Blvd., Los Angeles 5
Tel.: Exposition 1339
Radio Dept.: Van C. Newkirk, owner-manager; John Fryer, production manager; Betty Culbert, office manager.
Radio Accounts: King's Ambassadors (S); Grace Dotson Bible Lessons (S); Bible Institute of Los Angeles (N); Youth for Christ (N); Morning Bible Hour (S); World's Greatest Book Quiz (N); Haven of Rest; Radio Kids Bible Club.

BROADCAST ADVERTISING INC.
8 Newbury St., Boston 16
Tel.: Kenmore 6-0854
Radio Dept.: J. E. Murley, director and account executive; J. J. Manning, timebuyer.
Radio Accounts: R. G. Sullivan Inc. (S); Hy-Trous Sales Co. (S); Marjorie Mills Hour (N); The Yankee Kitchen (N); Liggett Drug Co. (S); China House (S).

BROADCAST SERVICE INC.
1226 E. Dayton St., Madison, Wis.
Tel.: 6-4104
Radio Dept.: Richard S. Nickeson, manager.
Radio Accounts: Ace of Clubs (S); C. W. Anderes Co.; Badger Furniture (S); Badger Realty; Culligan Soft Water Service; Fiore Coal Co.; Homer & Hoxsey; Madison Review; Rentschler Floral (S); Schwartz Jewelers (S).

ANNE BROCK ENTERPRISES
122 N. W., 1st St., Evansville, Ind.
Tel.: 4-9612

BROOKE, SMITH, FRENCH & DORRANCE INC.
8469 E. Jefferson, Detroit 14
Tel.: Valley 2-9700
Radio Dept.: Hugh Hole, radio and television director; Clyde Vortman, timebuyer.

BROOKES & SONS CO.
801 S. Wells St., Chicago 7
Tel.: Harrison 7-9470
Radio Dept.: Marguerite Heinrichs, radio director.
Radio Accounts: Gulbransen Co.

BROOKS-KEEFE ADV. AGENCY
408 McBirney Bldg., Tulsa 3, Okla.
Tel.: 2-6272
Radio Dept.: L. E. Brooks, media director & timebuyer.

BROOKS ADVERTISING AGENCY
416 W. 8th St., Los Angeles 14
Tel.: Trinity 0558
Radio Dept.: A. R. Brooks, timebuyer.
Radio Accounts: Bekins Van & Storage Co.; Golden West Food Products Co.; Hartford Dispatch & Warehouse Co.; Campbells Storage Ltd.; Everest & Jennings Co.

S. M. BROOKS ADV. AGENCY
Union Nat'l Bank Bldg., Little Rock, Ark.
Tel.: 2-1874
Radio Dept.: Earl L. Saunders, radio director.

BROOMFIELD-PODMORE ADVERTISING
150 E. State St., Trenton 8, N. J.
Tel.: Trenton 5-3409
Radio Dept.: Elmer F. Jaspan, director of radio and television.
Radio Accounts: Mandeville Motor Co.; Terminal Cab Co. (S); Trenton Technical School (S).

D. P. BROTHER & CO. INC.
General Motors Bldg., Detroit 2
Tel.: Trinity 2-8250
Radio Dept.: Guy S. Warren, radio director; Clarance Hatch Jr., executive vice pres.; G. H. Cushing, television director.

C. FRANKLIN BROWN, INC.
20 N. Wacker Drive, Chicago 6
Tel.: Central 6-5377
Radio Dept.: C. F. Brown, owner, radio director.

E. H. BROWN ADV. AGENCY
20 North Wacker Drive, Chicago 6
Tel.: Franklin 2-9494
Radio Dept.: Murrey Schneiderman, radio director.

E. L. BROWN ADVERTISING
1606 Walnut St., Philadelphia 3
Tel.: Pennypacker 5-7510
Radio and Television Department: Roland Israel, J. F. Daly, radio and television spots.
Radio Accounts: (S); Hershel Calif. Fruit Products (N-S): Frank Locke Shoes (S); Frank & Seder (S).
Radio and Television Spots: Otto Erlanger Brewery; Jacob Reeds Sons.

BURTON BROWNE ADVERTISING
619 N. Michigan, Chicago 11
Tel.: Delaware 7-8300
Radio Dept.: Paul D. Bezazian, Burton Browne, Frank Walsh, Glenn Martin, L. G. Willcox, E. W. Stephenson, account executives.
Radio Account: Andrew Co.

FRANKLIN BRUCK ADVERTISING CORP.
1270 Avenue of the Americas, New York 20
Tel.: Circle 7-7660
Radio Dept.: Rae B. Elbroch, timebuyer; Mort Heineman, television director.
Los Angeles 28—5874 Hollywood Blvd. Tel.: Gladstone 2975. Howard Blake.
Radio Accounts: Fashion Frocks; North American Accident Ins. Co. (S); Theobold Industries (S); Morton Mfg. Co. (S); Catholic Record Club (S).

BUCHANAN & CO. INC.
1501 Broadway, New York 18
Tel.: Longacre 3-3380
Radio Dept.: John R. Sheehan, director of radio and television; Bill Smith, timebuyer; Daniel Agin, asst. timebuyer.
Chicago 11—919 N. Michigan Ave. Tel.: Delaware 5522. Burton Feldman.
San Francisco 4—155 Montgomery St. Tel.: Yukon 6-2927. Leland Blair.
Los Angeles—1521 Wilshire Blvd. Tel.: Dunkirk 8-2313. R. E. Jacobsen.
Radio Accounts: The Texas Company (N); Paramount Pictures (S); United Artists Corp. (S); Rainier Brewing Co. (N); Teentimers Inc.; Allied Artists Inc. (S); Allen B. DuMont Labs. Inc.; Reynolds Metals Co. Inc.; Eskimo Pies; Welch Grape Juices Co.; Charles of the Ritz; Chen Yu Inc.; Tidewater Associates; Monitor Equipment Co.

BUCHANAN-THOMAS ADV. CO.
412 S. 19th St., Omaha 2
Tel.: Atlantic 2125
Radio Dept.: C. Coe Buchanan, L. H. Thomas, partners; Adam Reinemund, radio and television director.

THE BUCHEN CO.
400 W. Madison St., Chicago 6
Tel.: Randolph 6-9305
Radio Dept.: Martin G. Reynolds. C. W. Fisher, timebuyers.
Radio Accounts: Michigan Natl. Bank; Capper's Farmer Magazine, Fairbanks Morse & Co.

BUCKNER, CRAIG & WEBSTER ADVERTISING
22 Park Place, Lubbock, Texas
Tel.: 2-2314
Radio Dept.: Rex Webster, radio director; Leon E. Harris, copy.

H. W. BUDDEMEIER CO.
516 N. Charles St., Baltimore 1
Tel.: Saratoga 4606
Radio Dept.: Marcus E. Smith, television director; Frank B. Marshall Jr., timebuyer.
Radio Accounts: General Oil Burner Corp.; Mangels Herold Co.; G. Fava Fruit Co.; Hauswald's Bakery; Dietrich & Gambrill; McKenna Pontiac.

BURLINGAME-GROSSMAN ADVERTISING
201 N. Wells St., Chicago
Tel.: Financial 6-4616

BURNET-KUHN ADVERTISING
520 N. Michigan Ave., Chicago 11
Tel.: Superior 7-3800
Radio Dept.: William Coop, radio director
Radio Account: Norge.

LEO BURNETT CO.
360 N. Michigan Ave., Chicago
Tel.: Central 6-5965
Radio Dept.: William L. Weddell, V.P. in Chg. radio and television; MacLean Chandler, assistant to V.P. in charge of radio and television; Clair Callahan, radio and television production manager; Marian Nelson Rice, traffic manager; William Deiner (Brewing Corp. of Am.); Paul C. Harper (Pure Oil Co.); John M. Willem (Pillsbury Mills, Inc.); Charles O. Husting, (Am. Meat Inst.); Donald Colvin (Brown Shoe Co.); F. Strother Cary (Club Aluminum Products Co.), account executives and accounts.
New York—743 Fifth Ave. Tel.: Plaza 5-2772. William J. McIlvain.
Los Angeles—411 W. Fifth. Tel.: Mutual 5167. Owen Smith.
Radio Accounts: Brewing Corp. of Am. (S); Minnesota Valley Canning Co. (N-S); Pure Oil Co. (N-S); Pillsbury Mills (N-S); American Meat Institute (N); Brown Shoe Co. (N); Club Aluminum Products Co. (N); Santa Fe System Lines (S).
Television Accounts: Brewing Corp. of Am.; Pure Oil Co.; Brown Shoe Co.; Deepfreeze Div. Motor Products Co.

BUSBEY ADVERTISING AGENCY
44 East Main St., Springfield, O.

ELLIOTT BUSE ADVERTISING AGENCY
Fidelity Bldg., Baltimore 1
Tel.: Mulberry 3561
Radio Accounts: Kress Farm Dairy (S); C. E. Kimmel & Co. (S); TriState Electrical Supply Co.
Television Accounts: Kress Farm Dairy.

KENNETH B. BUTLER & ASSOCIATES
Press Bldg., Mendota, Ill.
Tel.: 621
Radio Dept.: Robert Moogk, timebuyer.

BYER & BOWMAN ADVERTISING AGENCY
203 E. Broad St., Columbus 15
Tel.: Main 3276
Radio Dept.: William Copeland, radio director; Reg Testement, Sandy Hallock, account executive & timebuyer.
Radio Accounts: Ashland Oil & Refining Co. (S); Buckeye Foods (S); Wetalene Products (S); Central Bldg. & Loan (S); Clean Products (S); Sumner & Co. (S).

C

HAROLD CABOT & CO. INC.
136 Federal St., Boston 10
Tel.: Hancock 6-7600
Radio Dept.: Jan Gilbert, timebuyer, television director; John Lord, Donald D. Douglass, Edward Chase, Russell Hunt, Langley Keyes, William Ganick, Harold Cabot, Richard P. Holland, Peter Black, James I. Summers, Eugene C. Burchett, account executives; Betty Parks, Henry W. Peterson, Henry W. Patterson, creative.
Radio Accounts: Boston Consolidated Gas Co. (S); Boston Globe (S); Boston & Maine R.R. (S); Boston & Maine Trans. Co. (S); Haviland Chocolates, Inc. (S); H. P. Hood & Sons (S); Metropolitan Transit Authority (S); Rock of Ages Corp. (S); Adams & Swett; Haffenfreffer & Co. Inc.; Hollingsworth & Whitney Co.; S. S. Pierce Co.; Quincy Savings Bank; Union Mutual Life Ins. Co.
Television Accounts: Haffenfreffer & Co. Inc.

CAHN-MILLER INC.
413 N. Charles St., Baltimore 1
Tel.: Saratoga 4466
Radio Dept.: Louis C. Pedlar Jr., account executive.
Radio Accounts: Baums Restaurant; Oscar Caplan & Sons; Central Nat'l. Bank; Diamond State Brewery; The Fidelity Trust Co.; Jarman Motors; The May Co.

CALDWELL-LARKIN & CO. INC.
Merchants Bank Bldg., Indianapolis 4
Tel.: Market 6501
Radio Dept.: Howard C. Caldwell, account executive; Charles D. Cavett, copy director; V. James Story, media director.
Radio Account: Harris Packing Co. (S).

CALKINS & HOLDEN
247 Park Ave., New York 17
Tel.: Plaza 5-6900
Radio Dept.: Chester H. Miller, director radio and television, account executive.
Chicago 1—333 N. Michigan Ave. Tel.: Randolph 6-3831. R. A. Washburn, manager.
Radio Accounts: Oakite Products Inc. (S); Stokeley-Van Camp Inc. (S); Weston Biscuit (S); Cramer Products.

JOS. F. CALLO INC.
349 E. 149th St., New York 51
Tel.: Mott Haven 9-6300
Radio Dept.: Joseph F. Callo, president; T. Ormand Deignan, vice-president; Lewis Tubarolo, media director.
Radio Accounts: La Valle Beauty Salon (S).

CALVERT, WHITLOCK & WILLIAMS
107 Camp St., New Orleans 12
Tel.: Canal 1685
Radio Dept.: Bache McE. Whitlock, timebuyer & television research director.

D. T. CAMPBELL INC.
314 N. Michigan Ave., Chicago 1
Tel.: State 2713
Radio Dept.: D. T. Campbell, radio director.

CAMPBELL-EWALD CO.
General Motors Bldg., Detroit 2
Tel.: Trinity 2-6200
Radio Dept.: J. J. Hartigan, vice-president and director of media; J. H. Neebe, W. H. Case, vice-presidents.
Los Angeles 15—714 W. Olympic Blvd. Tel.: Richmond 6204. R. C. Francis, vice-president; Willard Hanes, publicity & public relations director.
San Francisco—995 Market St.
Chicago 1—230 N. Michigan Ave. Tel.: Central 1946. Earl W. Clements, vice-president.
Radio Accounts: Chevrolet Motor Division; The Detroit Edison Co.; Norge Division of Borge-Warner Corp.
Television Accounts: Chevrolet Motor Division; The Detroit Edison Co.

CAMPBELL-MITHUN INC.
1370 NW Bank Bldg., Minneapolis 2
Tel.: Lincoln 8824
Radio Dept.: Arthur H. Lund, radio director; Donald H. Grawert, asst. radio director.
Chicago 11—Palmolive Bldg. Tel.: Delaware 7-7553.
Radio Accounts: Atwood Coffee Co. (S); Campbell Cereal Co. (S); Gold Seal Co. (N-S); Hall Hardware Co. (S); Theo. Hamm Brewing Co. (S); Hilex Co. (S); Land O'Lakes Creameries, Inc. (S); Minnesota Macaroni Co. (S); Northwestern National Bank (S); Russell-Miller Milling Co. (S); Zinsmaster Baking Co. (S).

SOLIS S. CANTOR ADV. AGENCY
1711 Walnut St., Philadelphia 3
Tel.: Locust 7-8141
Radio Dept.: Robert Weiner, television director.
Miami Beach—350 Lincoln Road. Tel.: 58-1637.
Radio Accounts: Ezo Products Co. (S); Girard Ave. Farmers Market (S).
Television Accounts: Lou Block Studebaker; Snellenburgs; Chapman Shoes; Superfine Fuels.

CAPLES CO.
225 E. Erie St., Chicago 11
Tel.: Superior 6016
Radio Dept.: R. N. Hartsing, vice-president, sec'y and treas.; W. E. Gibson, radio director and timebuyer; Don J. Powers, account executive.
Omaha—1504 Dodge St. Tel.: Jackson 7795. L. M. Branch, vice-president; Geo. McCulloch, account executive.
Los Angeles 14—412 W. 6th St. Tel.: Mutual 4143. J. E. Erickson, manager.
New York 17—535 Fifth Ave. Tel.: Lexington 2-0850. Hudson Meyer, vice-president.
Radio Accounts: Chicago & North Western Railway; Union Pacific Railroad.

W. G. CARNEY ADVERTISING AGENCY INC.
238 W. Wisconsin Ave., Milwaukee 3
Tel.: Broadway 3008
Radio Dept.: W. Carney, director & timebuyer.

CARPENTER ADVERTISING CO.
Citizens Bldg., Cleveland 14
Tel.: Ma. 1570
Radio Dept.: V. J. Siena, timebuyer.

CARTER ADVERTISING AGENCY
912 Baltimore St., Kansas City 6, Mo.
Tel.: Harrison 1356
Radio Dept.: Herbert True, director of radio & television; Charles Carter, William G. Rowe, Fred Klemp Jr., account executives.
Radio Accounts: Helzberg's Jewelers (S); Perry Pontiac (S); May Potato Chips (S); Farmers Union Central Co-Operatives (S).

R. H. CARY INC.
Liberty Bldg., Des Moines 9
Tel.: 4-0375
Radio Dept.: Fred A. Reed, radio director; R. H. Cary, president; Joanne Still, timebuyer.

CAYTON INC.
350 Fifth Ave., New York 1
Tel.: Bryant 9-0390
Radio Dept.: Earle McGill, radio director; D. R. Roberts, timebuyer; Bill Cayton, account executive.

CECIL & PRESBREY INC.
247 Park Avenue, New York 17
Tel.: Wickersham 2-8200
Radio Dept.: John M. Wyatt Jr., director radio and television; Thaddeus S. Kelly, timebuyer; Harry Parnas, media director.
Radio Accounts: Block Drug Co.; Ronson Art Metal Works Inc. (N); Oyster Shell Products Corp. (S); Carbola Chemical Co. (S).

CENTRAL ADVERTISING CORP.
Board of Trade Bldg., Indianapolis 4
Tel.: Franklin 4731
Radio Dept.: G. Vance Smith, president and space buyer.

CENTURY ADVERTISING AGENCY
1840 National Bank Bldg., Detroit 26
Tel.: Cadillac 7760
Radio Dept.: G. Hazzard, timebuyer.

CHARLES J. CHARNEY ASSOCIATES
1776 Broadway, New York 19
Tel.: Plaza 7-0955
Radio Dept.: Alvin George, radio and television director; Charles J. Charney, timebuyer; Seymour Chodorkoff, Melvin H. Levy, account executive.

CHERNOW ADVERTISING CO.
350 Fifth Ave., New York 23
Tel.: Pennsylvania 6-3520
Radio Dept.: Morton Junger, director of radio.

NELSON CHESMAN CO.
Main & Market Sts., Chattanooga 8
Tel.: 6-4942
Radio Dept.: H. Gene Sample, radio director; John E. Fontaine, J. Manning Sullivan, Sara Kelly, timebuyers.
Radio Accounts: The Chattanooga Medicine Co.; Ragland Bros. Colonial Coffee (S).

CHICAGO ADV. AGENCY
20 W. Jackson Blvd., Chicago 4
Tel.: Wabash 2-5732
Radio Dept.: Simon Levin, radio director.

JAMES THOMAS CHIRBURG CO. INC.
Park Square Bldg., Boston 16
Tel.: Hancock 6-7310
Radio Dept.: Edmund J. Shea, radio director; Richard M. Mason, Edmund P. Lord, Wallace L. Shepardson, account executives.
New York 17—48 E. 43rd St. Tel.: Murray Hill 7-5040.
Radio Accounts: Bensdorp Importers, Inc.; Lifetime Stainless Steel Corp.; Boston-Provincetown Steamship Line; D'Arrigo Bros. Co.; Bates Shoe Co.; Rumford Chemical Works; Berwick Cake Co.; H. C. Baxter Bros.; New England Coke Co.; Modern Metal Products Co.; Reynolds Metals Co., all spot users.

CHRISTIANSEN ADV. AGENCY
135 S. LaSalle St., Chicago
Tel.: Central 6-4115
Radio Dept.: H. E. Christiansen, president; Edith Knutson, timebuyer.
Radio Accounts: Gibson Greeting Cards, Kingsbury Pale Beer, J. C. Lysle Milling Co., Coca-Cola Bottling Co. of Chicago; E. L. Bruce Co.

CHURVIS ADVERTISING CO.
63 W. Schiller St., Chicago 10
Tel.: Delaware 7-0320
Radio Dept.: Art Churvis, radio director; M. A. Churvis, J. E. Bunn, account executives.

CINEMA ADVERTISING AGENCY
1204 S. Hill St., Los Angeles 15
Tel.: Prospect 2141
Radio Dept.: Willis Allen, manager of radio dept.
San Francisco 3—1095 Market St. Tel.: Hemlock 1-9736. Lawrence W. Allen.

C. P. CLARK INC.
James Robertson Hotel, Nashville 3, Tenn.
Tel.: 6-4179
Radio Dept.: C. P. Clark, radio director.

DARWIN H. CLARK
541 S. Spring St., Los Angeles 13
Tel.: Michigan 6021
Radio Dept.: Karl Lott Jr., director

ROBERT E. CLARKE ASSOCIATES INC.
Ingraham Bldg., Miami 32, Fla.
Tel.: 2-3282
Radio Dept.: Robert E. Clarke, timebuyer, account executive; E. S. Hamburger, radio director; George G. Clarke, C. B. Clarke, account executives.
Charlotte, N. C.—406 Wilder Bldg. Tel.: 4-8559. George I. Clarke, manager.
Radio Accounts: Pet Dairy Products Co. (S); Home Finance Co. (S); Colin English (S); Biscayne Kennel Club (S); Home Milk Producers Association (S); First National Bank of Miami.

CLEMENTS CO. INC.
1601 Chestnut St., Philadelphia 3
Tel.: Rittenhouse 6-0236
Radio Dept.: Alice Clements, radio director; Robert H. Smith, television director; K. E. King, timebuyer.
Radio Accounts: Horn & Hardart (S); Hudson Coal Co. (N); Solitair Cosmetics (N-S); P. J. Ritter Co. (S); Hornung Beer (S); Walker Gordon Co. (S); Certified Milk Assn. (S); Thrivo Dog Food (S); Northwestern Nat'l. Bank (S).
Television Account: Mrs. Morrison, Time Watches; Irac Air-Conditioning; Blue Suds Co.; Karl Seiler & Sons.

THE ARNOLD COHAN CORP.
101 West 55th St., New York 19
Tel.: Plaza 7-7730
Radio Dept.: Edward F. McDougal, radio and television director.

HARRY B. COHEN ADVERTISING CO. INC.
1 East 57th Street, New York
Tel.: Plaza 8-2843
Radio Dept.: Edward Aleshire, radio director; John Donaldson, Jr., timebuyer; Viola Nolan, assistant timebuyer; Harry B. Cohen, Edward Rosenwald, Ted. W. Keller, account executives.
Radio Accounts: Beaumont Company (N-S); Grove Laboratories (S); Pearson Pharmacal Co. (S); A. R. Winarick Inc. (S); Block Drug Co. (S).

I. T. COHEN ADV.
519 Sixth St. N.W., Washington 1, D. C.
Tel.: Sterling 3333
Radio Dept.: Alvin I. Miller, radio director; Gerald M. Feld, timebuyer; Mindel Warfield, copy writer; Elizabeth Doyle, copy chief; Sidney B. Wolfe, television director.

COLE & CO. INC.
Sterick Bldg., Memphis 3
Tel.: 5-3604
Radio Dept.: Bernard L. Cohn, vice president & timebuyer.

COLE & CHASON INC.
8 W. 56th St., New York
Tel.: Circle 7-2664
Radio Dept.: Herbert S. Chason.
Radio Accounts: Mack Drug Co. (S); David Cohen & Son Inc. (S).

COLE & WERNER ADV.
Insurance Bldg., Omaha 2
Tel.: Jackson 7868
Radio Dept.: Richard Cole, radio director, timebuyer, account executive; James L. Werner, account executive.
Radio Accounts: Nebraska Savings and Loan Assn. (S); Crete Products Co. (S).

(Continued)

WHNC - WHNC-FM
Henderson, N. C.

OFFERS NATIONAL ADVERTISERS

- The most lucrative markets in North Carolina and Virginia, including primary coverage in Raleigh and Durham at low cost.
- 154,996 Radio Homes.
- 1,902,740 Population (1940 Census).
- $559,169,000 Annual Retail Sales.
- 28,093 Retail Sales Outlets.
- Mutual Affiliation.

NATHAN FRANK, *Manager*

WHNC
890 KC - 1000 W
(d)

WHNC-FM
107.3 mg. - 10,000 Watts

RICHARD COLE ADVERTISING
Insurance Bldg., Omaha 2
Tel.: Jackson 7868
Radio Accounts: Nebraska Savings & Loan Assn. (S); Tekseed Hybrid Corn Co. (S).

MAURICE COLEMAN & ASSOC.
Bona Allen Bldg., Atlanta 3
Tel.: Main 4012

HOLDER MORROW COLLIER INC.
35 E. Wacker Dr., Chicago 1
Tel.: Central 6-4162
Radio Dept.: Holder M. Collier, president; E. J. Weinstock, vice president and media director.
Radio Accounts: Carolina Coach Co., Raleigh; Mills Industries; Whitehouse Chemical Co.

RUSSELL C. COMER CO.
Land Bank Bldg., Kansas City 6, Mo.
Tel.: Harrison 3964
Radio Dept.: Bill Godden, radio director; Dan Martin, timebuyer; Gardner Reames, F. D. Dillon, account executives.

COMMERCIAL BROADCASTERS
188 W. Randolph St., Chicago 1
Tel.: Dearborn 2-0203
Radio Dept.: Dave Edelson, radio director; M. F. Edelson, account executive; Catherine O'Heron, timebuyer.
Radio Accounts: Chicago Cardinals (S); Hawthorne Race Track; Fireside Rest (S); House of Goddard (S); Club Hollywood (S); Kay's Furniture (S); Blue Bird Bus Lines (S); Corona Watch Sales; State of Ill.; Atlas Cycles Co.; Pat McLaren; Tip Top Rest; American Decalomania Co.; Agar Packing Co.; Sawyer Biscuit Co.; Graemere Hotel; Spiegels Inc.; Gimbel's Rest; Cavalcade of Amusements; Boris Smaller & Sons.

COMPTON ADVERTISING INC.
620 Fifth Ave., New York 20
Tel.: Circle 6-2800
Radio Dept.: Lewis Titterton, radio director; Brewster Morgan, television director; Frank Kemp, assistant media director; Storrs Haynes, radio department manager; Guy Richards, vice president, media director; D. P. Potter, network radio consultant; Henry Clochessy, head time buyer; Julia Brown, Tucker Scott, Martin Hansen, timebuyers; Anne Keegan, traffic manager.
Chicago 5—59 E. Van Buren St. Tel.: Harrison 3570. L. O. Holmberg, manager.
Hollywood 28—6253 Hollywood Blvd. Tel.: Hollywood 8107. Floyd R. Holm, manager.
Milwaukee 3—744 N. Fourth St. Tel.: Marquette 2778. Richard Davis, manager.
Radio Accounts: Procter & Gamble (N-S); Socony Vacuum Oil Co. Inc. (S).

THE CONDON CO. INC.
Rust Bldg., Tacoma 2, Wash.
Tel.: Main 8155
Radio Dept.: Howard R. Smith, timebuyer.
Radio Accounts: Cammarano Bros.; Fuel Oil Service Co.; Maxwell Petroleum Corp.; Meuller Harkins Motor Co.; Puget Sound National Bank (all spots).

CONNER ADVERTISING AGENCY
1523 Welton St., Denver 2
Tel.: Keystone 5351
Radio Dept.: Cecil R. Conner, president & radio director & timebuyer.
Colorado Springs, Colo.—707 Exchange National Bank Bldg. Tel.: Main 9423. Mgr.: William Barber.

THE CONNER COMPANY
544 Market St., San Francisco 4
Tel.: Yukon 6-0196

THOMAS F. CONROY INC.
Majestic Bldg., San Antonio 5, Tex.
Tel.: Garfield 3458
Radio Dept.: Ward M. Wilcox, radio director.

EDWARD C. COONTZ INC.
Colcord Bldg., Oklahoma City
Tel.: 7-5031
Radio Dept.: Edward C. Coontz, secy.-treas.; Suzanne Prentice, program arranger.

COOPER & CROWE
33 W. Third S., Salt Lake City
Tel.: 4-2668
Radio Dept.: Gordon Crowe, director and timebuyer: Robert Segil, Bill Rice, Ned Lynch, account executives.
Radio Accounts: Axelrad Furniture Co. (S); Leo N. Brown Floral Co. (S); Hoffmann's Hardware & Sporting Goods (S); Broadway Shoe Repair (S); Lovinger Disinfectant Co. (S); New Method Sanitone Cleaners (S); Wilson's Products Co. (S); Vim Dog Food Co. (S); McFarlane Wholesale Meat Co. (S); Zinik's Sporting Goods Co. (S); Utah Chimney Co. (S); Columbia Chemical Co. (S); Chapman Plumbing & Heating (S); Yancey Co. (S); O. C. Tanner (N); Banquet Better Foods (R-S); Ryte-Maid Mfg. Co. (S); Lagoon Amusement Park (S); Utah State Democratic Committee (N).

COPELY ADVERTISING AGENCY
457 Stuart St., Boston 16
Tel.: Commonwealth 7350
Radio Dept.: A. J. Cucchiara, president, Wayland Kline, radio director; C. J. Rideout, account executive.
Radio Accounts: Fletcher Coffee Co. (S); Perry Seed Co. (S).

COWAN & DENGLER INC.
527 Fifth Ave., New York 17
Tel.: Murray Hill 2-0940
Radio Dept.: A. Marie Maus, timebuyer; Porter F. Leach, account executive.
Radio Accounts: Isbrandtsen-Moller (S); Schrafft's (S).

J. CUNNINGHAM COX ADVERTISING AGENCY
1218 Chestnut Street, Philadelphia
Tel.: PE 5-9622
Radio Dept.: Joseph C. Cox Jr., director; Franklin T. Cox, television director; Helen Murphy, timebuyer.

CRAMER-KRASSELT CO.
733 N. Van Buren St., Milwaukee 2
Tel.: Daly 8-3500
Radio Dept.: L. H. Ness, V.P., media dir.; Loretta Mahar, timebuyer.
Television Dept.: J. S. Stolzoff, director.
Radio Accounts: Ed Schuster & Co.; Plankington Packing Co.; Fox Wisconsin Amusement Corp.; Hoberg Paper Mills; First Fed. Savings & Loan Assn.; Klinkort Candy Co.
Television Accounts: Ed Schuster & Co.; Plankington Packing Co.; Fox Wisconsin Amusement Corp.; Marine Nat'l. Exchange Bank; Broadway House of Music.

CHET CRANK CO.
6518 Selma Ave., Hollywood 28
Tel.: Hempstead 5129
Radio Dept.: Chet Crank, owner and radio director.
Radio Accounts: J. V. Baldwin Motor Co. (S); Brown's (S).

CRAVEN & HEDRICK INC.
522 Fifth Ave., New York 18
Tel.: Murray Hill 2-5010
Radio Accounts: Marlin Firearms Co., Blade Div. (S).

CRAWFORD & PORTER ADV.
309-5 Ivy St., Atlanta 2
Tel.: Lamar 0656-7
Radio Dept.: Carol Porter, timebuyer.

CRITCHFIELD AND CO.
720 N. Michigan Ave., Chicago 11
Tel.: Superior 7-3061
Radio Dept.: E. P. Nesbitt, president.
Radio Account: Crow's Hybrid Corn Co.

CROLLY ADVERTISING AGENCY
42 E. Market St., Wilkes-Barre, Pa.
Tel.: 2-7191
Radio Dept.: Phil A. O'Neill, account executive; William T. Kelly, radio director.
Radio Account: Stegmaier Brewing Co.

CROOK ADVERTISING AGENCY
Southwestern Life Bldg., Dallas 1
Tel.: R-1775

CROMWELL ADVERTISING
122 E. 42nd St., New York 17
Tel.: Murray Hill 3-0616
Radio Dept.: J. J. Pollack, president and treasurer; Al Pollack and Wilbur Aronson, account executives.

SAMUEL C. CROOT CO.
28 W. 44th St., New York 18
Tel.: Bryant 9-2588
Radio Accounts: Feigy Co. Inc. (N-S); The Maltex Co. (N-S).

ARTHUR CROSBY SERVICE
516 Fifth Ave., New York 18
Tel.: Murray Hill 7-5268
Radio Dept.: B. F. Landsman, manager.

CRUTTENDEN & EGER
69 W. Washington St., Chicago 2
Tel.: Central 6-7830
Radio Dept.: Harry C. Pick.
Radio Accounts: Admiral Corporation (N); Valier & Spies (S); Family Flour Institute; Health-Mor Inc. (S); Klein's Inc. (S); Quaker Mfg. Co. (S); So-Easy (S).
Television Account: Admiral Corp.

EARL R. CULP ADVERTISING AGENCY
601 S. Rampart Blvd., Los Angeles 5
Tel.: Fairfax 8406
Radio Dept.: Earl R. Culp, radio director.

CUMMINGS, BRAND & McPHERSON
Gas-Electric Bldg., Rockford, Ill.
Tel.: 2-0677
Chicago 6—20 N. Wacker Drive. Tel.: Dearborn 5026.
Radio Accounts: Keig-Stevens Baking Co. (S); Smith Oil & Refining Co. (S)

D

DANCER-FITZGERALD-SAMPLE, INC.
247 Park Avenue, New York 17
Tel.: Plaza 5-4200
Radio Dept.: Lyndon O. Brown, director of research and media; Louis T. Fischer, executive assistant; J. James Neale, radio director; Carl Stanton, supervisor nighttime shows; Lester Vail, head of daytime radio; Carl Stanton, director of television and motion pictures; Thomas Carson, Frank Moriarty, Stanley H. Pulver, timebuyers; Don Manchester, Gordon Johnson, Ted Mertz, Joseph Horne Holmes, Jr., M. Read, G. G. Tormey, Louis Ohliger Jr., G. P. MacGregor, W. B. Stewart, Charles Hotchkiss, A. W. Spence Jr., H. R. Potter, Jerome Melum, H. R. Turnbull, account executives.
Chicago 1. Ill.—221 North LaSalle St. Tel.: Financial 6-4700
Radio Dept.: Paul Keenan, vice president and treasurer; Sewall Gardner, Elliott Detchon, James Fitzmorris, account executives; Frances Kennedy, radio commercial production; Alice Wisecarver, creative department; Helen Stanley, chief radio timebuyer; Joseph S. Sample, timebuyer.
Hollywood 28—1680 North Vine St. Tel.: Hudson 2-3256. Alvin Kabaker, manager.
Toronto 1—6 King Street East. Tel.: Adelaide 2851. Gilbert Nunns, manager.
Radio Accounts: General Mills (N-S); Procter & Gamble (N-S); Falstaff Brewing Corp.; American Home Products; Sterling Drug, Inc.
Television Accounts: General Mills; Procter & Gamble.

MAXWELL DANE INC.
113 W. 57th St., New York 19
Tel.: Columbus 5-6060
Radio Dept.: Maxwell Dane
Radio Accounts: Hygrade Food Products Corp. (S); Frederick Loeser Inc. (S).

D'ARCY ADVERTISING CO.
Missouri Pacific Bldg., St. Louis 3.
Tel.: Central 6700
Radio Dept.: A. L. Lee, chairman of the board.
Cleveland 13—Terminal Tower. Tel.: Cherry 0158. S. P. Seward, vice-president in charge.
New York 22—515 Madison Ave. Tel.: Plaza 8-2600. Paul Louis, radio director.
Toronto, Ont.—90 Broadview Ave. Tel.: Gladstone 7591. G. P. Altenbernd, vice-president in charge.
Mexico City, D. F.—Reforma No. 164. E. A. Hallett Jr., C. Riveroll del Prado, vice-presidents.
Atlanta—310 N. Ave. N.W. Tel.: Cherry 0158.
Radio Accounts: Coca-Cola Co., Atlanta (N).

JIMM DAUGHERTY INC.
706 Chestnut St., St. Louis 1
Tel.: Main 0790
Radio Dept.: James M. Daugherty, radio and television director; Emerson Russell, account executive.
Radio Accounts: Pepsi-Cola Bottlers of St. Louis (S); St. Louis Dairy Co. (S); So-Good Potato Chips (S); GE Supply Corp. (S); Blane-Baer Co. (S).

DAVID, INC.
1st Nat'l. Bank Bldg., St. Paul 1
Tel.: Garfield 3872.
Radio Dept.: Melba Sands, Kay Cooke, radio directors.
Radio Accounts: Central Co-Op Assn.; Chicago & Northwestern System; Finch Downtown Chevrolet; First National Bank; Hotel St. Paul; Peters Meat Prod.; Weyand Furniture Co.; Schunemans Inc.; Saintpaulites Inc.; Stott Briquettes; all spot radio.

DAVIS & CO.
Pacific Mutual Bldg., Los Angeles 14
Tel.: Michigan 3908
Radio Dept.: Joseph Sill Jr., radio director; Beth M. Freeman, timebuyer.
Radio Accounts: Scudder Food Products (S); Fruit Industries, Ltd (S).

DAVIS-HOOD & ASSOCIATES
315 West 9th St., Los Angeles 15
Tel.: Trinity 7377
Radio Dept.: Vernon D. Davis, radio director.

LEONARD DAVIS ADVERTISING
274 Main St., Worcester 8, Mass.
Tel.: 7-3617
Radio Dept.: Leonard Davis, radio director; Marion C. Davis, timebuyers.
Radio Accounts: Park and Greendale Theatres; W. T. Grant Co.; Jay Bee Furniture; Reck's Fur Shop; Hadley's Kiddie Center; Alpert Fur, all spot.

WALLACE DAVIS & CO.
3401 Buffalo Drive, Houston 6
Tel.: Lehigh 6191
Radio Dept.: Frank Stewart, radio and television director; Jessie Wade, timebuyer; Lyn Kingswell, Edward Ullrich, David Lee, account executives; Dorothy Burns, copy chief.

DAVIS-WHITE-DRAKE INC.
Ninth-Chester Bldg., Cleveland 14
Tel.: Main 9653
Radio Dept.: Annie R. Stevens, timebuyer.

FRANK T. DAY INC.
739 Boylston St., Boston 16
Tel.: Kenmore 4854
Radio Dept.: Frances B. Day, timebuyer & account executive.

DAY, DUKE & TARLETON INC.
270 Park Ave., New York 17
Tel.: Plaza 8-1910
Radio Dept.: Maria J. White, timebuyer.
Radio Accounts: Lever Bros. Co., Mass. (S); Lever Bros. Co., Canada (S).

JOHN L. de BRUEYS ADVERTISING
Ben Milam Hotel, Houston 2
Tel.: Capitol 2241
Radio Dept.: John L. de Brueys, timebuyer.
Radio Accounts: Houston Packing Co. (R-S).

DEL-RICH PRODUCTIONS
Amherst, Mass.
Tel.: 1268-W
Radio Dept.: John V. Vondell Jr., radio director; Richard A. Strout, account executive.
Radio Accounts: E. L. Knowles Co.; Wiggins Country Stores Inc.; Eastern States Exposition Inc.
Springfield 9—9 Easther St. Tel.: 6-4997.

WILLIAM I. DENMAN, INC.
Penebscot Bldg., Detroit 26
Radio Dept.: Franklin M. Walker, director and timebuyer.
Radio Accounts: Michigan Mutual Liability Co. (N).

ROBERT F. DENNIS INC.
117 W. 9th St., Los Angeles 15
Tel.: Trinity 4691
Radio Dept.: Robert F. Dennis, president, account executive; R. E. (Joe) Messer, executive vice-president, radio director; Ed Baillie, production and account executive; Ralph Donahue, account executive.
Radio Accounts: Patricia Stevens of Hollywood (S); Sparkletts Drinking Water Corp. (S); Paul Trousdale & Assoc. (S); Edward A. Tomlin Co. (S); Los Angeles Federal Savings & Loan Assn. (S); Napoleon Hill Foundation (S); Maurice Holman, Inc.

CRAIG E. DENNISON ADV.
225 N. Michigan Ave., Chicago 1
Tel.: Randolph 6-0038
Radio Dept.: Lester E. Rosenberg, vice president.
Radio Account: Joliet Citizens Beer.

DEUTSCH & SHEA INC.
1475 Broadway, New York 18.
Tel.: Longacre 4-5900
Radio Dept.: Stephen Lewis, radio director.
Radio Accounts: Metropolis Brewery (S); Carl-Fischer, Inc. (S); Sano Cigarettes (S).

DEVEREUX & CO. INC.
266 Genessee St., Utica 2, N. Y.
Tel.: 4-1718
Radio Dept.: John T. Farquhar, radio director, account executive; Leslie W. Devereux, Edward J. Bair Jr., Edwin J. Finlayson, account executives.
Radio Accounts: Frank J. Baker & Sons (S); Kleen-Maid Baking Corp. (S); Dawes & Judkins Inc. (S); Utica Brewing Co. (S).

DEVINE ADVERTISING AGENCY INC.
1457 Broadway, New York 18
Tel.: Wisconsin 7-0056
Radio Dept.: J. J. O'Hearne, radio director, timebuyer.
Radio Accounts: T. M. Stewart Inc. (S).

THE ZAN DIAMOND CO.
475 Fifth Ave., New York 17
Tel.: Murray Hill 3-4350
Radio Dept.: Zan Diamond, radio director, timebuyer.

DICKLOW ADVERTISING AGENCY
Liberty Bank Bldg., Dallas 1
Tel.: C-8295

DIENER & DORSKIND
147 W. 42nd St., New York 18
Tel.: Bryant 9-8300
Radio Dept.: Nathan Diener, president; Frank Bromberg, radio director; Alvin Haas, television director; William Mann, advertising director; Benjamin Dorskind, secretary-treasurer.
Radio Accounts: I. J. Fox (S); Paragon Oil Co. (S); I. Miller Shoe Co. (S).

DIXIE ADVERTISERS
Lampton Bldg. Annex, Jackson, Miss.
Tel.: 3-6383
Radio Dept.: George W. Godwin, W. L. Cooper, Larry E. Painter, Albert P. Hand, Sallie L. Whitney, George L. Sugg, W. L. Cooper, Larry E. Davis, Heber E. Darton, Charles D. Kilgore.

DOE-ANDERSON ADVERTISING AGENCY
308 Martin Brown Bldg., Louisville 2, Ky.
Tel.: Wabash 3193

DOHERTY, CLIFFORD & SHENFIELD INC.
Empire State Bldg., New York 1
Tel.: Bryant 9-0445
Radio Dept.: Chester MacCracken, radio and television director; Helen Wilbur, timebuyer.

RALPH L. DOMBROWER CO. INC.
11 East Franklin, Richmond 20, Va.
Tel.: 3-1113
Washington, D. C.—Woodward Bldg. Tel.: Republic 1420

DONAHUE & COE
RKO Bldg., New York 20
Tel.: Columbus 5-4252
Radio Dept.: Evelyn Lee Jones, timebuyer.
Atlanta 3—Hurt Bldg. H. L. Morrill, Jr.
Washington 4—Natl. Press Bldg. J. Raymond Bell, mgr.
Radio Accounts: Loew's Inc.; Republic Pictures; Sholl Mfg. Co.; New York Herald-Tribune; Southland Coffee Co.; DeLaval Separator Co. (S); Samuel Goldwyn (S); Riverbrand & Carolina Brand Rice Products (S).

DICK DONALD ADVERTISING
338 S. Western Ave., Los Angeles 5
Tel.: Fairfax 8727
Radio Dept.: Dick Donald, radio director; Helen P. Konkolis, timebuyer.
Radio Accounts: Bozzani Motors; Scheib Auto Painting; Ebeleing Motors (S); Rayme of Paris; Swan Furnace Co.; Coronet Cons. Co. (S); Radio Center; Novisoff & Son (S); McArthur's Barbecue (S).

W. B. DONER & CO.
Washington Blvd. Bldg., Detroit 26
Tel.: Cherry 0244
Radio Dept.: Felix Hower, Julian Grace, Charles Rosen, account executives.
Chicago—185 N. Wabash. Tel.: Dearborn 2-4676. Marvin Frank, manager.
Radio Accounts: Cooper Drug Co.; Everkrisp Food Products; Grosse Point Foods; Big Bear Markets; Famous Cleaners; William A. Lewis Stores; Federal Dept. Stores; Lords Jewelers; Rose Jewelry Co.; Speedway Petroleum Corp.; Clayton's Men's Clothiers; Grand River Chevrolet; Herzberg & Keystone Furriers; Detroit Suspender & Belt Co.; Annis Furs; De Roy Jewelers; Detroit Retail Druggists Assn.; Lippman's; Michigan Hairdressers Assn.; Wurlitzer, Inc.
Chicago Radio Accounts: Atlantic Brewing Co.; Clark Theatre; Peter Pan, Inc.; Karoll Men's Wear.

DORLAND INC.
247 Park Ave., New York 17
Tel.: Eldorado 5-2685
Radio Dept.: Howard G. Barnes, director of radio & television; Katherine Kirkbride, assistant to director, timebuyer.
Los Angeles 5—672 S. Lafayette Park Place. Tel.: Fitzroy 2573.
San Francisco—703 Market St. Tel.: Douglas 2-0536.
Chicago—333 N. Michigan Ave. Tel.: Dearborn 0286.
Radio Accounts: A. S. Beck (S).

DOUGHERTY ADVERTISING
32 Bartlett St., Highland Park 2, Mich.
Tel.: To. 8-5031
Radio Dept.: G. I. Dougherty, radio director & timebuyer.

JOHN C. DOWD INC.
212 Park Square Bldg., Boston 16
Tel.: Hubbard 8050
Radio Dept.: E. D. Parent, executive vice president, timebuyer; Charles Curtin, radio & television director.
Radio Accounts: Martin L. Hall Co. (S); Jenney Gasoline (S); Allied Salt & Chemical Co. (S); First National Stores (S); Studio Shop (S).

DOYNE ADVERTISING
Warner Bldg., Nashville 3
Tel.: 6-0811
Radio Dept.: George W. Doyne, account executive.
Radio Accounts: Stephens Mfg. Co. (S); Olshine Stores (S); Morris Store (S); Colonial Coffee Co. (S).

JIM DUFFY CO.
35 E. Wacker Drive, Chicago 1
Tel.: Randolph 6-4827
Radio Dept.: James A. Duffy, president; Harrison Howard, vice-president and copy chief; Mrs. Marie Duffy, Rubye L. Kesler, media directors.
Radio Accounts: Ambrosia Brewing Co. (S); National Economic Council (N); Soy Food Mills Inc. (S).

DUFFY & FABRY INC.
633 N. Water St., Milwaukee 2
Tel.: Br. 7851
Radio Dept.: C. J. Duffy.
Radio Accounts: Wisconsin Independent Oil Co.

L. J. DU MAHAUT ADVERTISING AGENCY
Book Tower, Detroit 26
Tel.: Randolph 2-8246
Radio Dept.: Hazel R. Belman, timebuyer.

DUNDES & FRANK INC.
64 West 48th St., New York 19
Tel.: Plaza 7-0750
Radio Dept.: Syd Ritter, radio director.

ROY S. DURSTINE INC.
730 Fifth Ave., New York 19
Tel.: Circle 6-1400
Radio Dept.: John T. W. Martin, Maurice Condon, associate directors of radio and television; Bergi Boe, timebuyer.
Chicago 6—Civic Opera Bldg. Tel.: Andover 3466. Ellis Travers.
Cincinnati 2—Enquirer Bldg. Tel.: Cherry 0032. Fred Kammann.
Los Angeles—2853 W. 7th St. Tel.: 8-3411. William Sloan.
San Francisco—703 Market St. Tel.: Yukon 6-6239. H. H. Hindley.
Radio Accounts: The Serutan Co. (N-S); National Selected Products, Inc. (S); The Tucker Corporation (S); Podesta Baldocchi (S).

FRANK DYKE CO.
3104 Main St., Houston 4
Tel.: Keystone 3-1685.

E

EASTBURN-SIEGEL
623 Spring St., Atlanta 3
Tel.: Vernon 4707
Radio Dept.: Lee Scheinman, timebuyer.
Birmingham—Title Guarantee Bldg. Tel.: 7-4016.

FRED H. EBERSOLD INC.
20 N. Wacker Drive, Chicago 6
Tel.: Franklin 2-0107
Radio Dept.: B. B. Pope, director.

ADAM F. EBY & ASSOC.
336 Andrews Bldg., Buffalo, N. Y.
Tel.: Madison 2922
Radio Dept.: Adam F. Eby, radio and television director; Janet B. Hughes, timebuyer; Lillian Kirk, Samuel F. Eby, Donald B. Chamberlain, account executives.

EDELSTEIN AND NELSON ADV. AGENCY
27 E. Monroe St., Chicago 3
Tel.: Andover 3867
Radio Dept.: Edward Edelstein, television director; Lloyd C. Nelson, radio director.
Radio Accounts: Conway Camera Co. (S); Chicago Slip Cover.

ELLINGTON & CO.
535 Fifth Ave., New York 17
Tel.: Murray Hill 2-2562
Radio Dept.: Hal James, radio and television director; Dan Kane, timebuyer; George Cardenas, films and public relations.
Radio Account: McKesson & Robbins Inc. (S); Cities Service Oil Co. (N); Celanese Corp of America.

ELLIS ADVERTISING CO.
Rand Bldg., Buffalo 3
Tel.: Cleveland 0422
Radio Dept.: Michael F. Ellis, radio director; Karl Manhardt, radio account executive; Jerome R. Ellis, television director; Stephen Boldins, television account executive; Gordon Cole, television production; Seymore Goodman, account executive; Caesarina Cardarelli, radio copy.
New York—33 W. 42nd St. Tel.: Plaza 5-6523. Kurt Mann, manager.
Toronto—96 King St. E. Tel.: Elgin 2785. Al Bryce May, manager.
Montreal—1168 St. Catherines St. W. Tel.: Plateau 4466. Ben Cossman, manager.
Radio Accounts: Basil Theaters (S); Buffalo Watch Service (S); Buffalo Optical Co.; City Service Taxi (S); Di Bello Motor Service (S); First Federal Savings (S); Simon Greenbaum (S); John Henrich Co.; Household Outfitting Co.; Italian & French Wine Co.; Kayser Furniture Co. (S); Liberty Clothing Co. (S); Mel's Clothes; William Mauntz Co. (S); Niagara National Bank; Nemmer Furniture Stores; Old Barn (S); Riviera Restaurant (S); Rosinski Furniture; Western Savings Bank.
Television Account: Posinski Furniture.

EMERY ADVERTISING CO. INC.
2 North Ave E., Baltimore 1
Tel.: Vernon 3731
Radio Dept.: R. I. Highleyman, radio and television director.
Radio Accounts: Floorkrafters (S); Weaver Bros. (S); C. M. Athey Paint Co. (S); Leonhart & Co. Inc. (S).

ROBERT J. ENDERS ADVERTISING
1415 K St., N.W., Washington 5, D. C.
Tel.: Executive 5834
Radio Dept.: John Barnes, radio and television director; Raine Bennett, copy chief; Leonard C. Rennie, William F. Fitzgerald, Robert J. Enders, account executives; Richard Lyford, film director; Gene Tourville, animation director; Sam Rosenberg, chief photographer; Fred W. Walker, assistant.
Philadelphia—1240 Walnut St. Tel.: Kingsley 6-1858. Howard Enders, manager.
Radio Accounts: Veterans of Foreign Wars of the U. S. (N); Occidental Restaurant; D. Zoslow & Sons Enterprises; City Finance Co.; Equitable Credit Co.; Capital Aerial Advertising Corp.; Al's Motors; George's Radio & Television Co.; National Productions; Gold Label Distributing Co.; Admiral Corp.; Autopen Co.; Briggs Filtration Co.; Dupont Theater; Kool Vent Metal Awnings Co.; Pierce Phelps, Inc.; Shellenbergs; Station WASH; New Jersey Cleaners; McClain-Filo; Nat'l. Inst. of Commerce & Technology; Dental Section, U.S. Public Health Service; Economic Cooperation Administration; Federal Security Agency; Lit Brothers; Gimbels (Phila.).

ENGEL ADVERTISING INC.
185 N. Wabash, Chicago 1
Tel.: State 2-1366
Radio Dept.: Frank Engel.

ENNIS-ANDERSON ADV. AGENCY
Holland Bldg., Fresno, Calif.
Tel.: 3-2613
Radio Dept.: Lon McAdams, radio director.

F. A. ENSIGN ADV. AGENCY INC.
513 Second Ave., Pittsburgh 19
Tel.: Atlantic 4028
Radio Dept.: H. E. Ryman, radio director.
Radio Accounts: Peters Packing Co.; Potter McCune Inc.; Weaver Costello Inc.; A. Mamaux & Son (S); First Federal Savings & Loan (S); Marlene Bridal Shop (S); Weavers Fine Candies (S); S. Pittsburgh Savings & Loan Assn. (S); Hofbrau Beer (S); Joyce McClements (S); North Side Packing Co. (S).

ALVIN EPSTEIN ADVERTISING
825 Victor Bldg., Washington, D. C.
Tel.: Sterling 8550
Radio Dept.: Rhoda Bandler Raider, radio and television director; Alvin J. Raider and Edward Hopper, account executives; Leon Leventhal, television art director.
New York—48 W. 48th St. Jean Epstein, manager.

ERLAND ADVERTISING AGENCY
18 E. 41st St., New York 17
Tel.: Murray Hill 5-4764
Radio Dept.: Louis H. Ehrlich, radio director and timebuyer.

ERWIN, WASEY & COMPANY INC.
420 Lexington Ave., New York 17
Tel.: Mohawk 4-8700
Radio Dept.: C. H. Coltington, vice-president and radio director; Joe Brattain, ass't. radio director; Raymond Simms, timebuyer.
Chicago—230 N. Michigan Ave. Tel.: Randolph 6-4952. L. R. Northrup, vice-president; John L. Gwynn, media director.
Minneapolis—Rand Tower Bldg. Tel.: Atlantic 1233. Mac Martin, president.
Oklahoma City—First Nat'l Bldg. Tel.: 7-5429. Harold Halsell, vice-president.
Rio de Janeiro, Brazil—Erasmo Braga 255-A Andor, Alfredo Machado, manager.
Toronto—1170 Bay St. Tel.: Randolph 5187. Ralph Lawson, secy.
London—Brook House, Park Lane. G. Burnside, manager.
Radio Accounts: Acme Flour Mills Co. (S); Albers Milling Co. (N-S); Anderson-Prichard Oil Corp. (S); Barbasol Co. (N-S); Carnation Co. (N-S); Consolidated Cigar Co. (S); Peter Fox Brewing Co. (S); S. C. Johnson & Son (S); K-R-O Co. (S); Musterole Co. (N-S); Nash Coffee Co. (S); Primrose House Inc. (N-S); Salisbury & Satterlee Co. (S); Zonite Products (S); Lydia E. Pinkham Medicine Co. (S).

BENJAMIN ESHLEMAN CO.
1522 Locust St., Philadelphia 2
Tel.: Kingsley 5-2590
Radio Dept.: Leon H. Greenhouse, vice-president, radio director, account executive; Joseph R. Rollins, Jr., media director.
Radio Accounts: Commonwealth of Pa.; Department of Revenue; Republican State Committee of Pa.; Republican Central Campaign Committee of Philadelphia.

ALBERT EVANS ADVERTISING
Dan Waggoner Bldg., Fort Worth 2
Tel.: 2-3371
Radio Accounts: Foremost-Dairyland (S); Premier Oil Refining Co.

EVANS ASSOCIATES INC.
307 N. Michigan Ave., Chicago 1
Tel.: State 2-8927
Radio Dept.: R. W. Classen, director of media, time and research; M. O. Packard, assistant director.
Radio Account: Christian Reformed Church (S).

LAWRENCE I. EVERLING INC.
1700 Walnut St., Philadelphia 3
Tel.: Pennypacker 5-7927
Radio Dept.: Alice L. Mooney, radio director and timebuyer.
Radio Accounts: Adam Scheidt Brewing Co. (S); M. A. Bruder & Sons Inc. (S); Foster, Miller and Bierly (S); Fleming & Bates (S).

EWELL & THURBER ASSOC.
612 N. Michigan Ave., Chicago 11
Tel.: Delaware 7-4466
Radio Dept.: A. J. Englehardt, radio director, timebuyer; Erwin Polkoske, timebuyer.
Radio Accounts: Wilson & Co.; Wilson Sporting Goods.

EXPORT ADVERTISING AGENCY
919 N. Michigan Ave., Chicago 11
Tel.: Superior 7-3875
Radio Dept.: R. C. Lebret, president; E. A. Ringrose, timebuyer.
Radio Accounts: (On Latin-American Stations): The Knox Co.; Wintersmith Chemical Co.; Grove Laboratories; Mentholatum Co.; Pepsodent Co.; Weco Products Co.; Bauer & Black; Golden State Co.

F

TED H. FACTOR AGENCY
1709 W. 8th St., Los Angeles 14
Tel.: Drexel 7187
Radio Dept.: J. M. Janeway, media director; Jere Bayard, Ted H. Factor, A. R. Pearson, account executives.

FADELL CO.
Northwestern Bank Bldg., Minneapolis 2
Tel.: Atlantic 3416
Radio Dept.: John P. Pikala, radio director.

FRANKLIN FADER CO.
605 Broad St., Newark 2
Tel.: Market 3-7964.

O. K. FAGAN ADVERTISING AGENCY
530 West 6th St., Los Angeles 14
Tel.: Vandike 2192
Radio Dept.: O. K. Fagan, radio director.

H. W. FAIRFAX ADV. AGENCY INC.
551 Fifth Ave., New York 17
Tel.: Murray Hill 2-8680.
Radio Dept.: Janice Hamilton, radio director & timebuyer.
Radio Accounts: General Instrument Corp. (S); Hearns Dept. Store (S); Nissy Perfums Inc. (S).

FEDERAL ADV. AGENCY INC.
385 Madison Ave., New York 17
Tel.: Murray Hill 8-4200
Radio Dept.: Francis C. Barton Jr., vice-president and director of radio and television; George Burbach, assistant; Frieda Bartels, radio copy; Penelope Simmons, timebuyer; Jacqueline Ruta, assistant; Jules B. Singer, Charles Wright, Kenneth Plumb, vice-presidents; Brooke Watson, Kenneth White, Tom Block, Seth Dennis, Sidney Finger, H. S. Gardner, Alfred Plant, R. A. Reavis, Gilman Sullivan, Brevoort Walden, account executives.
Radio Accounts: American Safety Razor Corp. (S); Jos. Dixon Crucible Co. (S); General Cigar Co. (L-S); John F. Trommer Inc. (L-S); Lever Bros. (L-S); Harriet Hubbard Ayer (L-S); Durkee Famous Foods (S); Essley Shirt Co. (S); Lily of France (S); Gerber Products Co. (S).
Television Accounts: American Safety Razor Corp.; John F. Trommer.

HARRY FEIGENBAUM ADV. AGENCY
2011 Walnut St., Philadelphia 3
Tel.: Locust 4-1536
Radio Dept.: Erwin Rosner, radio director; David Wermen, timebuyer; Meyer A. Cohen, J. Leonard Schoor, account executives.
Radio Accounts: Renuzit Home Products (S); Federal Savings & Loan Assn. of Philadelphia; Hardwick & Magee Co.; The Arrow Store; Sam Gerson; Cumberland Brewing Co.; B. S. Pincus Co.; Grubosky Bros. Cigars; Pontiac Dealers Assn.; Laundry Board of Trade; Reliable Motors.

LEFLER FELDMAN INC.
119 Main St., E., Rochester 4, N. Y.
Tel.: Main 3470
Radio Dept.: Samuel H. Feldman, timebuyer.

FELLOWS-BOGARDUS ADVERTISING
410 Larned Bldg., Syracuse 2
Tel.: 2-2197
Radio Dept.: Byron F. Fellows Jr., timebuyer.

(Continued)

ADVERTISING AGENCIES HANDLING RADIO AND TV ACCOUNTS
(Continued)

FENSHOLT CO.
360 N. Michigan Ave., Chicago 1
Tel.: Randolph 6-1670
Radio Dept.: A. H. Fensholt, president; Frank Ewing, account executive, and John B. Rodgers, account of executive in charge of radio.
Radio Accounts: John Meck Industry; Aermotor Co.

COURTLAND D. FERGUSON, INC.
National Press Bldg., Washington 4
Tel.: National 7713
Radio Dept.: J. A. Holt, radio director; Marshall R. Worcester, account executive.
Baltimore—525 N. Charles St. Tel.: Vernon 7211. George W. Ross, manager.
Richmond, Va.—Life Insurance Co. of Va. Bldg. Tel.: 7-0788. Frank G. Christian, manager.
Radio Accounts: Alaska Coal Co.; L. S. Briggs, Inc.; Dell Nash Motors; James G. Gill, Inc.; High's Ice Cream Co.; E. P. Hinkel Co.; Stanley Horner, Inc.; Little Tavern Shops; Madrillon Restaurant; Mann's Potato Chips; Miles Glass Co.; Old Colony Laundry; Schindler's Peanut Products, Inc.; Spurrier Motors; Smith-Douglass Co.; Smith's Transfer & Storage Co.; Lincoln Warehouse Corp.; Security Storage Co.; John H. Dulany & Son., Inc.; Harris & Ewing; Manbeck Baking Co.; J. N. Geipe Co.; Virginia Products Corp.; P. D. Gwaltney Co.

LAWRENCE FERTIG & CO. INC.
149 Madison Ave., New York 16
Tel.: Murray Hill 9-7100
Radio Dept.: Henry Bretzfield, radio director; Joseph Mintzer.

FERWERDA-BOONE INC.
15 E. 40th St., New York 16
Tel.: Murray Hill 6-1964
Radio Dept.: Paul R. Ferwerda, radio director.

ROBERT G. FIELDS & CO.
Warner Bldg., Nashville 3
Tel.: 6-1977
Radio Dept.: W. R. Culbertson, account executive.

JOHN A. FINNERAN INC.
1475 Broadway, New York 18
Tel.: Bryant 9-1290
Radio Dept.: E. Pryde, timebuyer.

FIRESTONE-GOODMAN ADVERTISING AGENCY
445 Loeb Arcade, Minneapolis 2
Tel.: Main 4393
Radio Dept.: Allan L. Firestone, radio director.

FIRST UNITED BROADCASTERS
201 N. Wells, Chicago 6
Tel.: Randolph 6-7800
Radio Dept.: Hugh Rager, managing director; James T. Lambie, account executive; Maryellen Convery, office manager and timebuyer.

M. M. FISHER ASSOCIATES
134 N. LaSalle St., Chicago 2
Tel.: Central 6-1610
Radio Dept.: Jack L. Fisher Sr., Jack L. Fisher Jr., radio and television directors; Danna White, radio timebuyer.
Radio Accounts: Trav-Ler Radio Corp. (S); United Artists Corp. (S); Universal Pictures (S); Warner Bros. (S); Central Committee of the Democratic Party of Cook County; Natl. Foundation for Infantile Paralysis of New York & Chicago; Lester Cowan Productions; Sol Lesser Productions; Contractors Equipment Service; Andrew Stone Productions; 20th Century Fox Film Corp.; Vanguard Films, Inc.; Shubert Theatres; Hilton Hotels; Bell Savings and Loan Assoc.; Greater Chicago Hotel Association; American Cancer Society.

FITZGERALD ADVERTISING AGENCY
833 Howard Ave., New Orleans 12
Tel.: Canal 9871
Radio Dept.: Roy M. Schwarz, programs and television; Harley B. Howcott, time buyer; Mildred Thomas and Thomas Newman, continuity.
Radio Accounts: Wesson Oil & Snowdrift Sales Co. (N-S); Blue Plate Foods Inc. (S); Dixie Brewing Co. (S); H. G. Hill Stores (S).

FLACK ADVERTISING AGENCY INC.
Hills Bldg., Syracuse 2
Tel.: 2-3129
Radio Dept.: Claire Evans, Arnold T. Bowden, Grover H. Hubbell, William P. Conklin.

JAMES R. FLANAGAN ADV. AGENCY
505 Fifth Ave., New York 17
Tel.: Murray Hill 2-1048
Radio Dept.: Robert L. Flanagan.

In Texas
THEY'RE ALL
TALKING ABOUT

KTRE

1000 WATTS
1420 KC

FULL TIME
LUFKIN, TEX.

DOING A
GREAT JOB
IN RADIO
ADVERTISING!

"The VOICE and CHOICE of East Texas"
RICHMAN LEWIN, Manager • MUTUAL •

Represented Nationally by:
TAYLOR-BORROFF and CO., INC.

LONE STAR CHAIN
WORLD — AP

GEORGE F. FLOREY INC.
135 S. LaSalle St., Chicago 3
Tel.: Dearborn 2-1634
Radio Dept.: George F. Florey, president and timebuyer.
Los Angeles 36—117 N. Robertson Blvd.

C. C. FOGARTY CO.
307 N. Michigan Ave., Chicago 1
Tel.: Randolph 6-7000
Radio Dept.: C. C. Fogarty, president; Robert E. Moore, vice-president; Robert E. Potter, John G. Fogarty, partners.

FOLEY ADVERTISING AGENCY
N B C Bldg., Cleveland 14
Tel.: Cherry 1490
Radio Dept.: Robert B. Foley, radio director.
Radio Account: I. J. Fox (S).

RICHARD A. FOLEY ADV.
1528 Walnut St., Philadelphia 2
Tel.: Kingsley 5-1560
Radio Dept.: James L. Tabor, radio director; Wesley Winning, timebuyer & media director.

FOOTE, CONE & BELDING
247 Park Ave., New York 17
Tel.: Plaza 5-6600
Radio Dept.: Thomas M. McDonnell, in charge of radio in New York; Thomas O. Loeb, producer; Bernard M. Douglas, Kenath Sponsel, Cyrus Nathan, William E. Berchtold, Frank Delano, George Scher, Harry Frier, Harold Holt, account executives; Lillian Selb, business manager; Roger Pryor, television director.
San Francisco 4—235 Montgomery St. Tel.: Sutter 1-2355. Les Mosely, vice-president and manager; Virginia Cain, timebuyer.
Los Angeles 13—601 W. Fifth St. Tel.: Michigan 7651. J. H. Scruggs, timebuyer; Eugene Duckwall, business manager; William J. Pringle, executive vice-president and manager.
Hollywood 28—6117 Sunset Blvd. Tel.: Hollywood 6265. Robert Ballin, vice-president; C. Burt Oliver, general manager.
Chicago 11—919 N. Michigan Ave. Tel.: Superior 4800. Richard Davis, radio production manager; Harry F. Dieter, radio business manager; J. Hugh E. Davis, executive vice-president; Genevieve Lemper, timebuyer.
Radio Accounts: General Foods Corp. (N-S); New York Central System (S); Hat Research Foundation, Inc. (S); International Latex Corp. (S); Carter Products, Inc. (S); Rheem Manufacturing Co. (S); Van Raalte Co., Inc. (S); RKO Radio Pictures, Inc. (S); RKO Theatres (S); Walt Disney Productions (S); The Toni Company (N-S); Hall Brothers, Inc. (N); Armour & Co. (N-S); Armour Soap Works (S); Pepsodent Division of Lever Bros. Co. (N-S); Frigidaire Division of General Motors Corp. (N); Union Oil Co. (S); American Piano Manufacturers Association (S); Beatrice Foods Co. (S).
Television Accounts: Liebmann Breweries, Inc. (S); RKO Radio Pictures, Inc. (S).

FORCE INC.
100 Ellison St., Paterson 1, N. J.
Tel.: Lambert 5-2266
Radio Dept.: Harold Glazer, president & timebuyer.

FORD & DAMM ADVERTISING AGENCY
918 11th St., Sacramento 14
Tel.: 2-3645
Radio Dept.: Bill Queale, radio director.

FOREIGN ADV. & SERVICE BUREAU
342 Madison Ave., New York 17
Tel.: Murray Hill 2-3444
Radio Dept.: Joseph L. Palmer, vice-president; E. R. Peur, timebuyer.
Radio Accounts: Stanco Co.; W. H. Comstock Co. Ltd.

FORT & CO.
Wilder Bldg., Charlotte 1, N. C.
Tel.: 4-7122
Radio Dept.: John L. Fort, director.

ALBERT FRANK-GUENTHER LAW INC.
131 Cedar St., New York 6
Tel.: Cortlandt 7-5060
Radio Dept.: Lee Rich, media director.
Boston—10 Post Office Square. Tel.: Hancock 6-5900
Chicago—1 LaSalle St. Tel.: Dearborn 2-6424
Philadelphia—Packard Bldg. Tel.: Rittenhouse 6-3915
San Francisco—235 Montgomery St. Tel.: Yukon 6-4641.

HERBERT W. FRANK ADVERTISING AGENCY
Park Square Bldg., Boston 16
Tel.: Hancock 6-4463
Radio Dept.: Herbert W. Frank, radio and television director.

FRANKE-WILKINSON-SCHIWETZ & TIPS INC.
455 Carolina St., Houston 2
Tel.: Beacon 3-9301
Radio Dept.: Kern Tips, radio and television director; Gene Heard, timebuyer; Dave Williams, J. B. Wilkinson, account executives.
Radio Accounts: Humble Oil and Refining Co. (N-S); Texas Gulf Sulphur Co. (N); Dentler Bros. (S); Kuhn Paint Co. (S); Mrs. Baird's Bread (S); Foley's Dept. Store (S); Green & Green (S); Rettig's (S).

EDWARD I. FRANKEL ASSOCIATES
418 Seventh St., Des Moines 9
Tel.: 3-1854
Radio Dept.: Lois G. Campbell, radio director.

JONES FRANKEL CO.
180 N. Wabash Ave., Chicago 1
Tel.: DEarborn 2-5745
Radio Dept.: Lew Sanders, radio director; Ira L. Morton, Ben Rubin, and J. B. Frankel (President), account executives.

FRANKLIN ADVERTISING AGENCY
32 N. State St., Chicago 2
Tel.: Central 6-1020
Radio Dept.: J. B. Castino, timebuyer.

ROBERT FRANKLIN & ASSOCIATES
2501 Tulare St., Fresno, Calif.
Tel.: 4-6566
Radio Dept.: R. C. Franklin Jr., radio director and timebuyer.

FREDERICK-CLINTON CO.
545 Fifth Ave., New York 17
Tel.: Murray Hill 2-7433
Radio Dept.: Harold S. Rieff, media director; James Bennett, radio and television director.

NEWTON A. FREE CO.
510 S. Spring St., Los Angeles 13
Tel.: Michigan 1195
Radio Dept.: Newton A. Free, radio director.

JOHN FREIBURG & CO.
812 W. 8th St., Los Angeles 14
Tel.: Michigan 8286
Radio Dept.: Pat Parks, Edward Loveton.
Radio Accounts: Le Roys Jewelers; Elkeles Co.; Cake Box Co.; Esquire Motors (all spot users).

CURT FREIBERGER & CO. INC.
Cooper Bldg., Denver 2
Tel.: Alpine 2048
Radio Dept.: Curt Freiberger, president and timebuyer.
Radio Accounts: Brecht Candy Co.; A. Carbone & Co.; Central Bank & Trust Co.; Gart Bros. Sporting Goods Co.; Securities Credit Corp.; Tivoli-Union Brewing Co.; Toner's Inc.

FREITAG ADV. AGENCY
988 Spring St., N. W., Atlanta
Tel.: Hemlock 1345-6
Radio Dept.: Norman Frankel, radio director, timebuyer; J. V. Freitag, account executive.
Radio Accounts: Columbia Baking Co. (S).

FREMONT ADV. AGENCY
203 N. Wabash Ave., Chicago 2
Tel.: State 3188
Radio Dept.: Ad Rovin, vice-president and account executive.
Radio Account: Princess Pat.

FRENCH & PRESTON INC.
1 E. 43rd St., New York 17
Tel.: Murray Hill 7-8550
Radio Dept.: Jerome B. Harrison, vice president in charge of radio and television; Charles Tanton, media director, timebuyer; Marcelle Koss, timebuyer; Helen Billups, director women's programs; Victor Bloede, radio copy chief.
Washington 6, D. C.—1730 I St., N. W. Tel.: National 7434. Victor G. Bloede, manager.
Chicago 6—132 S. LaSalle St. Tel.: Franklin 4821.
Radio Accounts: Arnold and Aborn (N-S); Francis I. DuPont & Co. (S); Dif Cleanser (S); Betty Gaylord Pie Mix (S); Grand Union Co. (S); International Milling Co. (S); John R. Marple Co. (S); Knickerbocker Federal Savings (S); Lanseair Travel Service (S); National Cotton Council (S); New York Museum Science and Industry (S); J. R. Poole Co. (S); Pluto Corp. (S); Union Bag and Paper Co. (S); World Airways, Inc. (S); Wyndham Brands, Inc. (S).
Television Accounts: Arnold and Aborn

MORTON FREUND ADV. AGENCY
400 Madison Ave., New York 17
Tel.: Plaza 9-7110
Radio Dept.: Morton Freund, radio director.
Radio Accounts: Stratsbury Mfg. Co. (S); Timely Clothes (S); Sherman Bows.

E. M. FREYSTADT ASSOC. INC.
570 Lexington Ave., New York 22
Tel.: Plaza 3-1253

JEAN SCOTT FRICKELTON ADV. AGENCY
1355 Market St., San Francisco 3
Tel.: Hemlock 6030

AD FRIED ADVERTISING AGENCY
318 15th St., Oakland 12
Tel.: Highgate 4-6580
Radio Dept.: Ad Fried, radio and television director; Shirley Williams, timebuyer; Fred Chapman, Robert Callan, Elaine Trigger, Ad Fried, account executives.

FRIEDLANDER & MEYER
724 Fifth Ave., New York
Tel.: Plaza 7-0925.

FRIZZELL ADV. AGENCY INC.
Plymouth Bldg., Minneapolis 2
Tel.: Main 1915
Radio Dept.: F. C. Sigurdson, production manager.
Radio Account: Hilltop Laboratories (S).

HARRY M. FROST CO. INC.
260 Tremont, Boston 16
Tel.: Liberty 2-0813
Radio Dept.: Karl M. Frost, president; Harvey P. Newcombe, radio director, timebuyer; Sherman Keene, Raymond E. McLaughlin, John D. O'Leary, Edward W. Young, Charles H. Bauer, Ruth L. Young, Allen H. Wood, account executives.
Radio Accounts: Durkee-Mower Inc. (N); Supreme Wine Co. (S); Campbell Fairbanks Exposition (S); Genoa Packing Co. (S); Reliable Flour (S).

FULLER, SMITH & ROSS
71 Vanderbilt Ave., New York 17
Tel.: Murray Hill 6-5600
Radio Dept.: Miss Lee Williams, radio and television director; George L. Trimble, media director, timebuyer.
Cleveland 15—1501 Euclid Ave. Tel.: Cherry 6700. M. M. Scott, account executive.
Chicago 3—105 W. Adams St. Tel.: Central 7555. E. J. Lausen, vice-president in charge.
Radio Accounts: Aluminum Co. of America (S); Commonwealth Shoe & Leather Co. (S); Central Nat'l. Bank of Cleveland (S); Burkhardt Brewery (S); Pennzoil (S); Dayton Rubber Co. (S); Dougherty Lumber Co. (S); Olney & Carpenter (S); Charis (S); Commercial Solvents Corp. (S); A. & M. Karagheusian (S).

JUSTIN FUNKHOUSER ADV.
O'Sullivan Bldg., Baltimore 2
Tel.: Mulberry 8524
New York—9 E. 45th St. Tel.: Mutray Hill 7-2991.

FUNT COMPANY, GRAVENSON DIVISION
12 East 41st Street, New York 17
Tel.: Murray Hill 3-8875
Radio Dept.: Rhoda Naderman, media director, radio and television.

FURMAN CO., INC.
41 E. 28th St., New York 16
Tel.: Murray Hill 9-1850
Radio Dept.: M. F. Furman, radio director and timebuyer.

FURMAN, FEINER & CO. INC.
117 W. 46th St., New York 19
Tel.: Plaza 7-6265
Radio Dept.: Norman Furman, president; Irving Gottleib, V.P.; Nathan Rothenberg, Secy.; John O'Rourke, copy chief; Sally Lowe, account executive; Alyce Weiner, timebuyer; Edward Swaback, art director; Nat Rudick, radio director.
Radio Accounts: Michaels Bros. (S); International Ladies Garment Workers Union (L-S); Fox Furniture Co. (S); Liberal Party (N-S); George Ehlenberger & Co. (N-S); Karl Egmer (S); Natl. Committee for Labor Palestine; National Hair Net; Plastelectronics Inc. (S); Reimann & Bresse (S).

G

ANDREW GAHAGAN ASSOC. INC.
270 Park Ave., New York 17
Tel.: Plaza 9-2500
Radio Dept.: Arthur E. Long, timebuyer.
Radio Accounts: America's Future (N); New York Republican State Committee (S).

JOHN M. GALLAGHER ADVERTISING AGENCY
Monadnock Bldg., San Francisco 5
Tel.: Executive 2-8538
Radio Dept.: John M. Gallagher, radio director.

GANO-BACHRODT-EDWARDS INC.
Union National Bank Bldg., Houston 2
Tel.: Charter 4-6083
Radio Dept.: R. C. Gano, account executive.
Chicago 1—75 E. Wacker Drive. Tel.: Franklin 4883. J. C. Bachrodt.
Radio Account: Second National Bank (S)

GARDNER ADVERTISING CO.
915 Olive St., St. Louis 1
Tel.: Garfield 2915
Radio Dept.: Clark Brown, radio & television director, May Kohler, Asst.; Miss D. R. Buss, John C. Naylor, timebuyers.
New York 20—9 Rockefeller Plaza. Tel.: Columbus 5-2000. Roland Martini, vice-president.
Arlington, Va.—2531 Wilson Blvd. Tel.: Chestnut 3214
Radio Accounts: Hyde Park Breweries Assn. (S); H. D. Lee Co. (S); Lion Oil Co. (S); Pet Milk Co. (N-S); Ralston Purina Co. (N-S); St. Louis Public Service Co. (S); Union Electric Co. (S); H. C. Cole Milling Co. (N-S); First National Bank, St. Louis (S); Granite City Steel Co. (S); Grove Laboratories, Inc. (S); St. Louis Independent Packing Co. (S); Union Biscuit Co. (S); Frisco Railroad (S).

ALVIN GARDNER CO.
67 W. 44th St., New York 18
Tel.: Murray Hill 2-4655.
Radio Dept.: Alvin I. Gardner, radio director; Lee Baer, production manager; Margot Auerbacher, publicity.

FRED GARDNER CO. INC.
299 Madison Ave., New York 17
Tel.: Murray Hill 7-4626
Radio Dept.: Fred Gardner.

GARFIELD & GUILD ADVERTISING
45 Second St., San Francisco 5
Tel.: Exbrook 3420
Radio Dept.: William Morrison, radio director; Carl Bues, timebuyer; Walter Guild, executive vice president.
Hollywood—9310 Hillrose; Les Mitchel, director.

W. W. GARRISON & CO.
400 N. Michigan Ave., Chicago 11
Tel.: Superior 7-8388
Radio Dept.: Tim Morrow, vice-president in charge of radio, account executive; Kathryn Stark, timebuyer.
Radio Accounts: Gibson Refrigerator (S).

GATES-BOURGEOIS ADVERTISING AGENCY
3030 Euclid Avenue, Cleveland 15
Tel.: Utah 1-3484
Radio Dept.: Sidney Gates and Russell V. Bourgeois, partners and account executives; Charles W. Heminger; E. Mason, account executives.

GEARE-MARSTON INC.
21 S. 12th St., Philadelphia 7
Tel.: Rittenhouse 6-3572
Radio Dept.: Richard Nicholls, radio and television director.: Frank C. Murphy, V.P. & timebuyer; Jack Claghorn, Bates Compton, Michael Sloman, account executives, James Aull, copy chief; William Y. E. Rambo, radio public relations.
New York 17—420 Lexington Ave.
Tel.: Mohawk 4-0880
Radio Accounts; Ranger Joe, Inc.; Pennsylvania Salt Co.; Western Saving Fund Society of Phila.; Strawbridge & Clothier; Icy Point Salmon; A. H. Gueting Co.; Keasbey & Mattison Co.

GENERAL ADVERTISING AGENCY INC.
6518 Selma Ave., Los Angeles 28
Tel.: Hempstead 5129
Radio Dept.: Ralf M. Spangler, radio director; M. L. Hammond, timebuyer.
Radio Accounts: Boyd H. Gibbons; McCoy Health System; Eagle Oil & Refining Co.; Kal-o-dex Medicine Co. (S).

JOSEPH R. GERBER CO.
1305 S. W. 12th Ave., Portland 1
Tel.: Broadway 0515
Radio Dept.: Charles H. Devlin, radio director.
Radio Accounts: Fowler Mfg. Co. (S); Standard Insurance Co. (S); Portland General Electric Co. (S).

GEYER, NEWELL & GANGER
745 Fifth Ave., New York 22
Tel.: Wickersham 5-5400
Radio Dept.: Donald S. Shaw, vice president, television and radio director; F. A. Long, production manager; asst. director of radio and television; Barbara Fishel, executive asst. to Mr. Shaw.
Detroit 32—14250 Plymouth Rd. Tel.: Hogarth 8200. John McQuigg.
Dayton—Third National Bldg. Tel.: Fulton 4145. E. G. Frost, manager.
Radio Accounts: Nash-Kelvinator Corp. (N-S); Embassy Cigarettes (S); Knox Hats (S).

GIBBONS ADVERTISING AGENCY INC.
Daniel Bldg., Tulsa 3, Okla.
Tel.: 4-2444
Radio Dept.: J. Burr Gibbons, president; John B. Gibbons, vice-president, Mercedes Freiday, radio director.
Radio Accounts: Wortz Biscuit Co. (S); Tom P. McDermott, Inc.; Rem Brand Fertilizer; Western Barber & Beauty Supply; Jewell Elsing Blouse Bar; Stanley's Funeral Service; State Federal Savings & Loan; National Bank of Tulsa; Liberty Glass Co.; Sand Springs Home; Halo's Pride Coffee.

GILLHAM ADV. AGENCY
Continental Bank Bldg., Salt Lake City 1
Tel.: 4-5516
Radio Dept.: Victor V. Bell, radio and television director, account executive, talent & timebuyer; Bob Rohlfing, ass't radio and television director; Enid Ogaard, secretary.
Radio Accounts: Salt Lake City Chamber of Commerce (S); Jesse M. Chase (S); Cloverleaf Dairy (S); Ex-Cel-Cis Inc. (S); First Federal Savings (S); Fisher Brewing Co. (S); Mountain Fuel Supply Co. (S); Porter-Scarpelli Macaroni Co. (S); Royal Baking Co. (S); Salt Lake Hardware (S); Sego Milk Co. (S); Sweet Candy Co. (S); Utah Finance (S); Utah Oil Refining Co. (S); Utah Power & Light Co. (S); Ogden First Federal Savings (S); Walker Bank & Trust Co. (S); Western Colorado Power Co. (S); American Packing & Provision Co. (S); Colville Ice Cream Co. (S); J. A. Hogle Inv. Co. (S); Streetor Chevrolet Co. (S); Union Pacific Railroad Co. (S); General Electric Dealers (N); Motor Mercantile Co. (S); Petty Motor Co. (S); Utah Finance Co. (S).

BERT S. GITTINS ADVERTISING
739 N. Broadway, Milwaukee 2
Tel.: Daly 8-5948
Radio Dept.: Gerald L. Seaman, radio executive; Robert J. Rice, M. C. Ivey, Robert R. Long, account executives.
Radio Accounts: Allis-Chalmers Tractor Division (N); Kasco Mills Inc. (S); Consolidated Products Co. (S); William F. Renk & Sons (S).

GRAHAM GLADWIN AGENCY
1166 Haight St., San Francisco 11
Tel.: Sutter 1-1128
Radio Dept.: Graham Gladwin, account executive.
Radio Account: Pastenes; Pacific Coast Brands; Irving Sales; Mission Carpet; S. F. Glass Co. (S); West Coast Macaroni; Speillers Mfg. Co.; Renon Baking Co.

GLASSER-GAILEY INC.
301 S. Harvard Blvd., Los Angeles 5
Tel.: Fitzroy 2141
Radio Dept.: Grace Glasser, P. E. Gailey, Marianne Graham, Howard W. Gambrill, account executives.
San Francisco—690 Market St. Tel.: Exbrook 2-6468
Radio Accounts: Bu-Tay Products Ltd.; Ralphs (S); Chip Steak (S); Bluhill Foods, Inc. (S). McKeen Canning Co. (S); Midnight Mission (S); Radio Gospel Fellowship (S); Mode O' Day (N); Santa Clara Packing Co. (S); Tropical Preserving Co. (S).

GLEASON ADVERTISING AGENCY
Fisher Bldg., Detroit 2
Tel.: Trinity 3-8181
Radio Dept.: Marjorie Sawyer, radio director & timebuyer; Ann I. Gleason, account executive.
Radio Accounts: Roman Cleanser Co. (S); Aunt Mid Co. (S); Aunt Janes Foods (S).

GLENN ADVERTISING INC.
1680 N. Vine St., Hollywood 28
Tel.: Hillside 8379
Radio Dept.: Norman Moeller, radio director.

GLEW ADVERTISING AGENCY
Murray Bldg., Grand Rapids 2, Mich.
Tel.: 8-1848
Radio Dept.: Francis K. Glew, owner.
Radio Account: Valley City Milling Co. (S).

GODOY & CROSS ADVERTISING AGENCY
Prado 51, Havana, Cuba
Tel.: A-1941
Radio Dept.: Enrique Marrero, radio director; Antonio Herbella, timebuyer.

JACK GOEHRING ADVERTISING
20 W. 43d St., New York 18
Tel.: Chickering 4-7658
Radio Dept.: Jack Goehring, radio director and timebuyer; Libby Vaughn, copy & account executive, Sanford Levin, account executive.

H. J. GOLD CO.
123 E. 18th St. New York 3
Tel.: Oregon 3-2550
Radio Dept.: Arthur W. Burten, radio & television director, timebuyer; H. J. Gold, Michael Schoen, account executives.
Radio Accounts: Transvision Inc.; Sun Ray Hair Products Corp.; Sightmaster Corp.

MAX GOLDBERG ADV. AGENCY
Railway Exchange Bldg., Denver 2
Tel.: Cherry 5533

(Continued)

WORZ
NBC AFFILIATE
ORLANDO
FLORIDA
1000 WATTS—740 K.C.
FULL TIME—CLEAR CHANNEL
Nat. Rep., WEED & CO., New York

ADVERTISING AGENCIES HANDLING RADIO AND TV ACCOUNTS

(Continued)

Radio Dept.: Russ S. Burg, radio director, account executive; Martha W. Levine, account executive.

GOLDE ADVERTISING CO.
31 Union Square, New York 3
Tel.: Orchard 4-7346-7
Radio Dept.: Henry Golde, radio director & timebuyer.

GOLDMAN AND WALTER ADVERTISING AGENCY INC.
36 State St., Albany, N. Y.
Tel.: Albany 5-8864
Radio Dept.: Louise Benay, radio director; Jack Goldman, timebuyer & account executive; Marshall Danto, account executive.
Radio Accounts: Albany Garage & Appliance Dist.; Greens Stationers; Rubin's Jewelers (S); Seven-Up Bottling Co. (S); Standard Furniture Co. (S); Wultex Clothing Factory (S).

I. A. GOLDMAN & CO.
7 St. Paul St., Baltimore 2
Tel.: Lexington 7670
Radio Dept.: Phillip Goldman, vice president and radio director.
Philadelphia 3—Widener Bldg., Tel.: Rittenhouse 6-4448, H. N. Goldberg, manager.

LEON S. GOLNICK & ASSOCIATES
211 E. Redwood St., Baltimore 2
Tel.: Saratoga 4454
Radio Dept.: Bernard Nachlas, timebuyer.
New York 18—107 W. 43rd St., Tel.: Lackawanna 4-8429.

GOODKIND, JOICE & MORGAN
919 N. Michigan Ave., Chicago 11
Tel.: Superior 7-6747
Radio Dept.: Harlow P. Roberts, Fred Swanson, account executives; Florence Neighbors, media director.

GLENN GORDON ADVERTISING
610 So. Broadway, Los Angeles 15
Tel.: VAndike 1466
Radio Dept.: Glenn Gordon, radio director.
Radio Account: Le Roy's Jewelers (S).

PHIL GORDON AGENCY INC.
309 W. Jackson Blvd., Chicago 6
Tel.: HArrison 7-2103
Radio Dept.: John Gillis, radio director.

JESSE GOROV CO.
666 Lake Shore Drive, Chicago 11
Tel.: SUperior 7-4312
Radio Dept.: Jesse Gorov.
Radio Account: Wonder-Rest Corp.

GOTHAM ADVERTISING CO.
2 W. 46th St., New York 19
Tel.: Luxemburg 5-2616
Radio Dept.: Arthur A. Kron, radio and television director; Herman Kron, timebuyer.

THE GOULSTON CO.
35 Court St., Boston
Tel.: Lafayette 5866
Radio Account: J. P. Squire (S).

GOURFAIN-COBB ADVERTISING AGENCY
Wrigley Bldg., Chicago 11
Tel.: Whitehall 4-5230
Radio Dept.: Louise Adams, timebuyer.
Radio Account: Motorola.
Television accounts: Motorola; J. B. Simpson Co.

ROBERT L. GRACEMILL ADVERTISING AGENCY
3235 Curtis, San Diego 10
Tel.: Franklin 6551
Radio Dept.: Robert L. Gracemill, president & timebuyer.

GRADY & WAGNER CO.
1790 Broadway, New York 19
Tel.: Columbus 5-5358
Radio Dept.: Frank A. Grady, account executive; Maureen McMahon, timebuyer.
Radio Accounts: Associated Laboratories Inc. (N-S); Vitamin-Quota Blondex (S).

GRANT ADVERTISING INC.
919 N. Michigan Ave., Chicago 11
Tel.: Superior 6500
Radio Dept.: Harry Holcombe, radio and television director; George McGivern, media director; W. R. Watson, Howard Jones, R. E. Ellis and George Clark, account executives.
Hollywood 28—6636 Hollywood Blvd. Tel.: Hollywood 5371. John Aldworth.
New York—350 Fifth Ave. Tel.: Bryant 9-1600. David Echols.
Dallas 1—1313 Gulf States Bldg. Tel.: Riverside 8121.
Detroit 26—2866 Penobscot Bldg. Tel.: Cherry 9400. E. R. Grace.
Miami 32—DuPont Bldg. Tel.: Miami 3-0773. John A. Dey.
Weslaco, Tex.—113 W. 4th St. Tel.: Weslaco 175. S. W. Hepworth.
(20 International Offices)
Radio Accounts: Cudahy Packing Co.; Mars Inc.; Folger Coffee Co. (S); American Burlington Buslines (S); Skillern's Drugs (S); Denison Mattress (S); Dallas-Ft. Worth Brewing Corp. (S); Southland Life Ins. Co. (S); Conro Manufacturing Co. (S); Texas Textile Mills (S); Delaware Punch (S); Fuchs Baking Co. (S); National Airlines (S); Florists Telegraph Delivery Association.

Check✓KFVD

- COMPLETE SOUTHERN CALIFORNIA COVERAGE
- CENTER OF THE DIAL LOCATION
- GREATEST DOLLAR VALUE

—NEXT TIME

Check✓KFVD
LOS ANGELES

5000 WATTS
ON
1020 KC.

REPRESENTED BY
GENE GRANT & CO. — DONALD COOKE, INC.

J. GRANT CO. INC.
Hotel William Penn, Pittsburgh 19
Tel.: Grant 3331

PAUL GRANT ADVERTISING
520 N. Michigan Ave., Chicago 11
Tel.: Delaware 7-5671
Radio Dept.: Paul Grant, account exec.; Helen Royn, timebuyer.
Radio Account: Arwell, Inc. (S).

WILL GRANT ADVERTISING AGENCY
315 W. 9th St., Los Angeles 15
Tel.: Trinity 1384
Radio Dept.: Will Grant, radio director.
Radio Account: Fletcher Oil Co. (S).

THE GRAPHIC CO. OF ADVERTISING
1225 Broadway, New York
Tel.: Murray Hill 9-0320
Radio Dept.: M. Pollack, radio director and timebuyer.

D. M. GRATTAN CO.
565 5th Ave., New York 17
Tel.: Plaza 5-5440
Radio Dept.: Irene Grattan, secretary in charge of radio.

GRAY & ROGERS
12 S. 12th St., Philadelphia 7
Tel.: Walnut 2-3636
Radio Dept.: Edmund N. Rogers, partner, head of radio & television depts. Walter M. Erickson, radio and television director.
Radio Accounts: Bell Telephone Co. of Pa. (S); Asam Bros. (S); Keystone Auto Club (S); American Chemical Paint (S); Barbey's Inc. (S); Blue Cross (S); Capital Bakers Inc. (S); The Chevrolet Dealers Assn. of Phila. (S); Edgcomb Steel Co. (S); Fleischmann's Vienna Model Bakery (S); Philadelphia Saving Fund Society (S); Fidelity-Philadelphia Trust Co. (S).

FINLEY H. GREENE ADV. AGENCY
425 Franklin St., Buffalo 2
Tel.: Lincoln 8846
Radio Dept.: Addison F. Busch, general manager.
Radio Accounts: Frank Meyers Appliances (S); Loblaw Groceterias (S); National Expositions (S); Dodge Dealers (S); Alsco Aluminum (S); Colonial Wine (S).

THOMAS G. GREENE ADVERTISING INC.
Florida Bank Bldg., Orlando, Fla.
Tel.: 2-4491
Radio Dept.: Edith N. Greene, timebuyer.

GREENFIELD-LIPPMAN ADVERTISING AGENCY
Rand Bldg., Buffalo 3
Tel.: Cleveland 4340
Radio Dept.: Jack Greenfield, timebuyer.

GREGORY & HOUSE INC.
33 Public Square, Cleveland 13
Tel.: Main 7824
Radio Dept.: El Prough, radio & television director; Honor Gregory; Bromley House; Duke Lidyard; John Kuekes, timebuyers & account executives.

GREY ADVERTISING AGENCY INC.
166 W. 32nd St., New York 1
Tel.: Chickering 4-3900
Radio Dept.: Richard Marvin, radio and television director; Harriett M. BeLille, timebuyer. Barbara Jones, television supervisor; Charles Lewin, radio producer.
Radio Accounts: Hollanderizing Corp. of America; Jacques Kreisler Mfg. Corp.; Lambert Bros.; Macy's, New York; The Mennen Co.; Orbach's Inc.; Phillips-Jones Inc.; Bernard Ullman Co. Inc.; Pilot Radio Corp.; Gruen Watch Co.; Disney Inc.; The B.V.D. Corp.
Television Account: B.V.D. Corp.; Macy's; Phillips Jones Inc., Disney Inc.

GRIFFITH ADVERTISING AGENCY
Times Bldg., St. Petersburg 1
Tel.: 7-4311
Radio Dept.: Robert J. Bullard, radio director; D. P. Griffith, B. M. Duggar Jr., account executives.

GRIFFITHS & PIERCE
Brooks Building, Scranton, Penna.
Tel.: 2-4147
Radio Dept.: Dave Griffiths, radio director; Bill Pierce, television director; Mary Clayre Roland, account executive.

H. M. GROSS CO.
221 N. LaSalle St., Chicago 1
Tel.: DEarborn 2-1380
Radio Dept.: Harold Gross, president, account executive; Claude Taylor, art director; B. C. Ivers, secy-treas.; B. Bell, radio director, account executive; Joanne Munson, copy chief.
Radio Accounts: Miller Wool.

JULIAN GROSS ADV. AGENCY INC.
11 Asylum St., Hartford 3
Tel.: 7-7179
Radio Dept.: Erwin B. Needles, radio director; Clifford Botway, timebuyer; Ann Rogalsky, space buyer.

STANLEY S. GROSS & ASSOCIATES
Flat Iron Bldg., Norfolk 10, Va.
Tel.: Norfolk 5-8229
Radio Dept.: Stanley S. Gross, radio director & timebuyer.

GRUBB & PETERSEN ADVERTISING
37-39 Main St., Champaign, Ill.
Tel.: 3812
Radio Dept.: Frank L. Strand, radio director.

GUENTHER-BRADFORD & CO.
15 E. Huron St., Chicago 11
Tel.: SUperior 7-9474
Radio Dept.: C. J. Zeller, radio director.

LAWRENCE C. GUMBINNER ADV. AGENCY
9 E. 41st St., New York 17
Tel.: Murray Hill 2-5680.
Radio Dept.: Paul Gumbinner, radio director.
Radio Accounts: Norwich Pharmacal Co. (N-S); S. A. Schonbrunn & Co. Inc. (S); Loft Candy (Participation).

GUNN-MEARS ADVERTISING AGENCY
Times Tower, New York 18
Tel.: Bryant 9-2901
Radio Dept.: Mel Mohr, director.
Radio Accounts: Brooklyn Academy of Music (S); Robert Evans Radio Academy (N)., National Room Service. (S-5 min. program).

GUSSOW-KAHN & CO.
200 Madison Ave., New York 16
Tel.: Murray Hill 9-0450
Radio Dept.: Walter Kashen, radio director, timebuyer; George N. Kahn, vice president.

GUTMAN ADVERTISING CO.
1600 Main St., Wheeling, W. Va.
Tel.: 5110
Radio Dept.: Phyllis Kalany, radio director.

I. R. GWIRTZ ADVERTISING INC.
1650 Broadway, New York 19
Tel.: Circle 6-4933
Radio Dept.: I. R. Gwirtz, timebuyer.

H

WM. J. HACKENBERG ADVERTISING
206 Main St., Wheeling, W. Va.
Tel.: 1289-J
Radio Dept.: Wm. J. Hackenberg.
Radio Accounts: Cooey-Bentz Furniture Co.; Dr. Frank W. Remick.

M. H. HACKETT CO.
9 Rockefeller Plaza, New York 20
Tel.: Circle 6-1950
Radio Dept.: M. H. Hackett, radio director; Aida Stearns, timebuyer; Helen Gunn, copy chief.
Radio Account: Brewers' Best Assoc. (N).

HAEHNLE ADVERTISING
Dixie Terminal Bldg., Cincinnati 2
Tel.: Main 9185
Radio Dept.: William H. Rotert, local; Walter F. Haehnle, network; M. C. Haehnle, television.
Radio Account: Appalachian Coals, Inc. (N).

HALPERN ADVERTISING AGENCY
1457 Broadway, New York 18
Tel.: Longacre 5-7167
Radio Dept.: Samuel Halpern, radio director.

JOHN L. HALPIN ADVERTISING
208 State St., Schenectady 5, N. Y.
Tel.: 2-0492
Radio Dept.: John L. Halpin, account executive, timebuyer.
Radio Accounts: Chas. Freihofer Baking Co. (S); Jonathan Levi Co. (S).

HAMILTON ADVERTISING AGENCY INC.
221 N. LaSalle St., Chicago 1
Tel.: RAndolph 6-7060
Radio Dept.: S. T. Claflin, G. R. Stuhler, account executives.
Radio Accounts: L. R. Kallman & Co.; Allen B. Wrisley Soap Co.

WM. IRVING HAMILTON INC.
267 Fifth Ave., New York 16
Tel.: Murray Hill 5-1737
Radio Dept.: Wm. I. Hamilton, radio director.

HAMMEL & HAMMEL
355 S. Broadway, Los Angeles 13
Tel.: Madison 5225
Radio Dept.: Max J. Hammel; Fred H Hammel.

THE HAMMER CO.
171 Church St., Hartford 3, Conn.
Tel.: 5-4883 & 7-0183
Radio Dept.: M. H. Hammer, account executive.
Radio Accounts: Double B Products (S); Lloyd Furs (S); Sykes-Libby (S).

ROBERT HAMMOND ADVERTISING
56 E. Pine St., Orlando, Fla.
Tel.: 5640
Radio Dept.: Willard Botts, radio director & timebuyer.
Radio Accounts: Dr. Phillips (S); Philips Industries (S); Rutland's Men's Store (S); Evans Drug Store (S); First Federal Savings & Loan (S); Orlando Retail Merchants Association. (S).

BENET HANAU & ASSOC.
77 E. Santa Clara Ave., San Jose, Calif.
Tel.: Columbia 8868
Radio Dept.: Benet Hanau, radio director, account executive; Virginia Miller, timebuyer, account executive; Erwin Theobald, account executive.

HANLY, HICKS & MONTGOMERY INC.
500 Fifth Ave., New York 18
Tel.: Longacre 5-5000
Radio Dept.: Wells W. Spence, radio director; H. E. Lehman, timebuyer.
Chicago—430 N. Michigan Ave. Tel.: Superior 4462.

HARGREAVES ADVERTISING
519 N. W. Park Ave., Portland 9, Ore.
Tel.: Beacon 0813
Radio Dept.: Bob Hargreaves, timebuyer.

HARRINGTON, WHITNEY & HURST
256 Sutter Street, San Francisco 8, Calif.
Tel.: Ex. 2-6025
Radio Dept.: Jean D. Wherland, media & radio director, time & space buyer.
Los Angeles 36—5816 Wilshire Blvd. Tel.: Webster 3-5577. George Whitney, radio director.
Radio Accounts: E. & J. Gallo Winery, Marlo Packing Corp.; Calso Water Co.; Spreckels Sugar Co.; S. & J. Gump's; California Magazine Fund.

R. T. HARRIS ADVERTISING AGENCY INC.
Walker Bank Bldg., Salt Lake City 1
Tel.: 3-8815
Radio Dept.: Keith Montague, R. T. Harris.
Radio Accounts: Morning Milk Co. (S); Hotel Temple Square (S); Prudential Federal Savings & Loan Assn. (S); Southeast Furniture (S); Fisher Baking Co. (S); Clover Club Foods Co. (S); East Idaho Brewing Co. (S); W. H. Butz Co. (S); Tribue Telegram (S); Hotel Utah (S).

LESTER HARRISON INC.
341 Madison Ave., New York 17
Tel.: Murray Hill 9-1630
Radio Dept.: television dir. Charles Harrison.

RALPH A. HART ADVERTISING
1700 Walnut St., Philadelphia 3
Tel.: Pennypacker 5-0837
Radio Dept.: Ralph A. Hart, radio director & timebuyer.

HART-CONWAY CO. INC.
45 Exchange St., Rochester 4
Tel.: Main 2073
Radio Dept.: J. P. Street, radio director.

GEORGE H. HARTMAN CO.
307 N. Michigan Ave., Chicago 1
Tel.: State 2-0055
Radio Dept.: Thomas Kivlan, director; R. Laughlin, George Hartman, J. T. Holloway, David Coey, Robert Collins, E. Kahn, account executives.
Radio Accounts: E. J. Brach & Sons; Chicago Show Printing Co.; Hartz Mountain Products; Kaempfers Bird Foods; Nash-Underwood Inc.; Nelson Bros.; P. A. Starck Piano Co.; Vermont Marble Co.; Goldberg's Clothiers; E. J. Berst Co.; Lanahan Co.; United Biscuit Co. (Lakeside, Manchester and Sawyer Divisions).

L. H. HARTMAN CO. INC.
50 Rockefeller Plaza, New York 20
Tel.: Circle 5-4664
Radio Dept.: Richard Rosshein, radio and television director.
Radio Accounts: Tell-King (N).

HARVEY-MASSENGALE CO. INC.
Walton Bldg., Atlanta 3, Ga.
Tel.: Walnut 9117
Radio Dept.: R. Winston Harvey, president.
Durham, N. C.—Snow Bldg. Tel.: J-8451. C. Knox Massey, manager, radio director.

H. W. HAUPTMAN ADV.
19 E. 48th St., New York 17
Tel.: Plaza 9-2284
Radio Dept.: H. W. Hauptman.

HAYS ADVERTISING AGENCY
252 College St., Burlington, Vt.
Tel.: 852

HEINTZ & CO. INC.
323 W. 6th St., Los Angeles 13
Tel.: Michigan 6062
Radio Dept.: James W. Cooper, June Morgan.
Radio Accounts: Smart & Final Co. Ltd.; Knudsen Creamery Co.

PAUL LYNN HELLER ADVERTISING AGENCY
930 F St., NW, Washington 4, D. C.
Tel.: National 7638
Radio Dept.: Paul Lynn Heller, Jerome F. Horwitz, Jr.

HENING & CO., INC.
1700 Walnut St., Philadelphia 3
Tel.: Kingsley 5-5997
E. Bradford Hening, president, radio director and timebuyer.

JIM HENDERSON ADVERTISING AGENCY
Woodside Bldg. Annex, Greenville, S. C.
Tel.: 2-0942
Radio Dept.: Gladys Bryant, radio director; Jim Henderson, account executive.
Radio Account: Texize Chemicals Inc. (S); Southern Margarine Co. (S); Chemical & Industrial Labs (S).

HENRI, HURST & McDONALD INC.
520 N. Michigan, Chicago 11
Tel.: Superior 7-3000
Radio Dept.: W. E. Jones, radio director; Charles N. Pumpian, timebuyer.
Radio Accounts: Ballard & Ballard Co. Inc. (N-S); Carolene Products Co. (S); John Morrell & Co. (N); Skelly Oil Co. (N).
Television Account: Bell & Howell.

HERALD ADVERTISING AGENCY INC.
441 Lexington Ave., New York 17
Tel.: Murray Hill 7-2280
Radio Dept.: M. J. Middleman, president and radio director.

HERALD ADVERTISING CO. INC.
610 N. Medina St., San Antonio 7
Tel.: Fannin 7095
Radio Dept.: Katherine H. Netting, radio director.

LOUIS F. HERMAN ADVERTISING
207 Market St., Newark 2, N. J.
Tel.: Market 2-2608-9
Radio Dept.: Louis F. Herman, timebuyer.

AL HERR ADVERTISING AGENCY INC.
225 E. Michigan St., Milwaukee 2
Tel.: Broadway 8040
Radio Dept.: John Rock, timebuyer.

BROMSON HERR ADV. AGENCY
143 E. 53rd St., New York
Radio Accounts: Dena Chaplan; Neisa Perfume; Lysanda; Little Cosmetician; United Exposition Corp., Westchester Hobbies Inc.; Celluloid College.

HEVENOR ADVERTISING AGENCY, INC.
11 North Pearl St., Albany 7, N. Y.
Tel.: 5-1586
Radio Dept.: Horace Hevenor, Edward Loveday, account executives.
Radio Accounts: Fitzgerald Bros. Brewing Co.; City & County Savings Bank; Albany Frosted Foods; DeWitt Clinton Hotel; Southern Fruit Distributors; United Baking Co.; Albany Business College; Home Savings Bank; all accounts use spot radio.

J. M. HICKERSON INC.
110 E. 42nd St., New York 17
Tel.: Murray Hill 6-3513
Radio Dept.: Edward H. Pearson, vice president; W. S. Kelly Jr., timebuyer and media director.
Washington 6, D. C.—1510 19th St., N. W. Tel.: Columbia 8459. Day Thorpe, manager.
Radio Accounts: Second Area, U.S. Army (S); Staminite (S).
Television Account: D. Van Nostrand Co. Inc.

HICKS ADVERTISING AGENCY
580 Fifth Ave., New York 19
Tel.: Plaza 7-0050
Radio Dept.: Francis Marquis, president.

HICKS & GRIEST INC.
420 Lexington Ave., New York 17
Tel.: Murray Hill 3-9135
Radio Dept.: Peter A. Krug, radio and television director.
Radio Accounts: Lewyt Corp. (S); Ben Mont Papers Inc. (S); Dixie Cup Co. (S); A. A. Walter Co. (S).

IVAN HILL INC.
900 N. Michigan Ave., Chicago 11
Tel.: Superior 3116
Radio Dept.: Elinor Fahrenholz, radio director; Fred E. Wilson, account executive; Hilda Christie, timebuyer.
Radio Accounts: The Fair Store; Thomas J. Webb.

DAVID S. HILLMAN INC.
8607 Sunset Blvd., Los Angeles 46
Tel.: Bradshaw 2-6586
Radio Dept.: David S. Hillman, radio director; L. D'Ambry, timebuyer.
Radio Accounts: Catalina Inc.; Christopher Candy Co. (S); Colonial Dames, Inc. (S); Natore Co., Inc. (S).
Television Accounts: Catalina, Inc.

MAURICE LIONEL HIRSCH ADVERTISING CO.
316 N. 8th St., St. Louis 1
Tel.: Central 2389
Radio Dept.: Arthur L. Richman, timebuyer; Ann Vinsonhaler, radio director, account executive; Harold Kirsch, account executive.

HIRSHON-GARFIELD INC.
580 Fifth Ave., New York 19
Tel.: Plaza 7-6300
Radio Dept.: Stanley Wolf.

HIXSON & JORGENSEN, INC.
555 S. Flower St., Los Angeles 13
Tel.: Mutual 8331
Radio Dept.: H. D. Walsh, V.P. in charge of television and radio.

HOEFER, DIETERICH & BROWN, ADV.
303 Sutter St., San Francisco 8
Tel.: Sutter 1-2609
Radio Dept.: James A. Brown, radio director, timebuyer; Marjorie Kirk, timebuyer; John H. Hoefer, account executive.
Radio Accounts: Kushins Inc. (S); Yerington Packers (S); Roberts Furs; Economy Shade Co.; Reservation Control Services (S).

HOEL ADV.
213 S. Broadway, Los Angeles.
Tel.: Madison 1573.

DAVID HOFF
31 Exchange St., Lynn, Mass.
Tel.: Lynn 3-6171
Radio Dept.: David Hoff, radio director.

HOFFMAN & YORK
Century Building, Milwaukee 3
Tel.: Daly 6510
Radio Dept.: Howard L. Peck, radio director.

W. F. HOLLAND AGENCY
Hotel Sinton, Cincinnati 2
Tel.: Main 3450
Radio Dept.: Robert Koppes, radio director; William F. Holland, timebuyer.

HOLST & CUMMINGS LTD.
1370 Kapiolani Blvd., Honolulu 42
Tel.: 9-5291
Radio Dept.: James Wahl, radio director and timebuyer.
San Francisco—215 Market St., Lloyd B. Myers, manager.

HONIG-COOPER CO.
333 Montgomery St., San Francisco 4
Tel.: Exbrook 2-7004
Radio Dept.: John W. Davis, radio director; Louis Honig, television director.
Seattle 1—455 Skinner Bldg.
Los Angeles 15—714 W. Olympic Blvd.

HOOT ADVERTISING AGENCY
15 E. 40th St., New York 16
Tel.: Murray Hill 6-3714
Radio Dept.: Dexter D. Halle, radio director; Marianna Lautman, timebuyer; Don Passante, television director.

GEORGE C. HOSKIN ASSOCIATES
210 S. Clark St., Chicago 4
Tel.: Central 6-4565
Radio Dept.: G. C. Hoskin, timebuyer.

HOUCK & CO.
623 First St., S. W., Roanoke 16, Va.
Tel.: 2-3411
Radio Dept.: Kathleen B. Lee, radio director and timebuyer.
Miami 32—Alfred I. duPont Bldg. Tel.: 2-6609. Karl Bishopric, president.
Richmond 19—Life Insurance Co. Bldg. Tel.: 7-4593. Mary L. Jerman, manager.

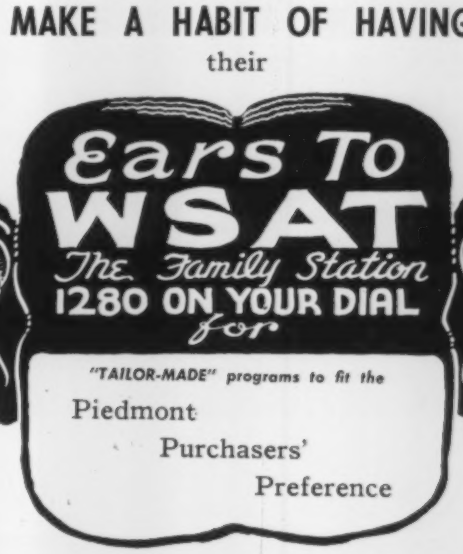
HOUSE & LELAND
Municipal Terminal Bldg., Portland 4, Ore.
Tel.: Broadway 3431
Radio Dept.: Polly Knickerbocker, radio director and timebuyer; Arthur E. House, Sr., Wayne R. Leland Sr., John A. Geisy Jr., account executives.
Radio Accounts: Byerly's Sporting Goods; Ann Palmer Bakeries; Barnard Motors; Kupp Motor Co.; Triangle Milling Co.; Beck's Bakeries.

(Continued)

people in the piedmont—

MAKE A HABIT OF HAVING

their



"TAILOR-MADE" programs to fit the

Piedmont
Purchasers'
Preference

1000 WATTS — DAYTIME

250,000 in Our Primary Coverage

Merchandising Advertising

MID-CAROLINA BROADCASTING COMPANY

Drawer 99
Salisbury, N. C.

ADVERTISING AGENCIES HANDLING RADIO AND TV ACCOUNTS
(Continued)

LELAND K. HOWE ASSOCIATES INC.
38 West 32nd St., New York 1
Tel.: Longacre 4-2563
Radio Dept.: William Travis, director of radio and television.
Radio Accounts: Peerless Pen Co. (S); Lucretia Vanderbilt Toiletries Inc. (N-S); Permavent Corp. (S); Holson Binders Corp. (S); National Radio Merchandisers (S).

CHARLES W. HOYT CO. INC.
551 Fifth Ave., New York 17
Tel.: Murray Hill 2-0850
Radio Dept.: William Philip Smith, radio and televisions director; C. B. Donovan, timebuyer.
Hartford, Conn.—15 Lewis St. Tel.: 5-6066. Frank Whipple, manager.
Radio Accounts; B. C. Remedy Co. (S); Charles Gulden Inc. (S).

THE HUBBELL ADV. AGENCY INC.
1220 Huron Rd., Cleveland 15
Tel.: Cherry 0212
Radio Dept.: Frank Hubbell, Inez Wallace, Irving M. Adams.
Radio Accounts: Jacob Laub Baking Co. (S); The Montana Flour Mills Co.; The Gabriel Co.

HUFFMAN ADVERTISING COMPANY
Arcade Bldg., St. Louis 1
Tel.: Central 7041
Radio Dept.: James V. Huffman, Charles V. Wells, Eugene S. Hahnel, account executives.

CHRISTY HUMBURG ADVERTISING AGENCY
818 Olive St., St. Louis 1
Tel.: Chestnut 9271

E. ROSS HUMPHREY & ASSOCIATES
330 E. Grand Ave., Chicago 11
Tel.: Whitehall 4-6718
Radio Dept.: Dan Petty, radio director, producer; E. Ross Humphrey, television director; Barry James, account executive; Art Wetter, art director.
Radio Accounts: Cushman Rug Co. (S); C. A. Boushelle & Son (S); Sheraton Hotel (S); Cushman Motor Scooter of Ill.
Television Account: Sheraton Hotel.

H. B. HUMPHREY CO.
Statler Bldg., Boston 16
Tel.: Liberty 2-4714
Radio Dept.: William H. Eynon, radio director; Sally Larkin, asst. to radio director; Walton Butterfield, account executive.
New York—595 Madison Ave. Tel.: Eldorado 5-1720. Walter Butterfield.
Radio Accounts: The Christian Science Pub. Co. (N); First Church of Christ, Scientist (S); National Council of the Protestant Episcopal Church (N-S).

HUMPHREY, PRENTKE & ASSOCIATES INC.
11406 Euclid Ave., Cleveland 6
Tel.: Randolph 4582
Radio Dept.: Ralph B. Humphrey.
Radio Accounts: Benesch-Federman Co. (S); Modern Bedding Co. (S); National Air Races (S); Yeager- Raybestos Co. (S).

HUNTER ADVERTISING
448 S. Hill Street, Los Angeles 13
Tel.: Madison 6-4691
Radio Dept.: Bill Hunter, owner and account executive.
Radio Accounts: Milliron's Fifth St. Store (S); Central Chevrolet Co. (S); Walter's Dodge & Plymouth Agency (S); Alpert's Yardstick Stores.

HURLEY ADVERTISING CO.
213-215 Securities Bldg., Des Moines 9, Iowa
Tel.: 4-6289
Radio Dept.: Phyllis Reyman, radio director.

HUTCHINS ADVERTISING CO. INC.
42 East Ave., Rochester 4, N. Y.
Tel.: Main 3528
New York 18—19 W. 44th St. Tel.: Murray Hill 2-0716.
Philadelphia 40—3701 N. Broad St. Tel.: Radcliff 1900. Max Enelow, vice-president.
Hollywood—8169 Sunset Blvd. Tel.: Crestview 6-2061
Toronto—1244 Dufferin St. Walter Engwer, manager. Tel.: Kenwood 2737.
Radio Accounts: Philco (N-S); Schuler's (S); McCurdy's (S); American Brewery (S); Lincoln Rochester Trust Co.; Beaucaire Inc. (S).

I

IDAHO ADVERTISING AGENCY
906½ Jefferson St., Boise, Ida.
Tel.: 2064
Radio Dept.: B. R. Hutton, timebuyer.

IDEAS ADVERTISING
670 Lexington Ave., New York 22
Tel.: Murray Hill 8-0220
Radio Dept.: A. H. Harris, timebuyer.

I. F. I. ADVERTISING AGENCY
606 Lonsdale Bldg., Duluth 2, Minn.
Tel.: Radcliff 1549
Radio Dept.: Russell Ireland, vice president and radio director.
Grand Forks, N. D. Tel.: 211-J. Mick Simmons, manager.

INDUSTRIAL ADVERTISING ASSOCIATES
400 N. Michigan Ave., Chicago 11
Tel.: Delaware 7-7875
Radio Dept.: Milton G. Peterson.
Radio Account: Ar-Ex Cosmetics Inc. (S).

INGALLS-MINITER CO.
137 Newbury St., Boston 16
Tel.: Commonwealth 6-5767
Radio Dept.: Alice Liddell, radio director; J. R. Miniter, Robert F. O'Brien, account executives.

INTERNATIONAL ADVERTISERS
60 N. Division St., Grand Rapids 2, Mich.
Tel.: 9-4184
Radio Dept.: Lewis N. Steenwyck, radio director; Harry P. Symes, Edgar Clinton, account executives; Abbie Seastrom, timebuyer; Jean Foster, television director.
Radio Accounts: Berean Baptist Church; Children's Bible Hour; Gospel of Calvary; Family Hour; Hebrew-Christian Mission; Hour of Praise; Independent Fundamental Baptist Church; Inter-Race Bible Class; Lutheran Gospel Hour; Radio Revival Crusade; Reformed Witness Hour; Sunday School of the Air; Sunday School Hour; Temple Time; Word of Truth Ministry; Colonial Custom Upholstering Co.; Christian Brotherhood Hour; Folgers Bottling Co.; Harold Brinks Inc.; Kent Castings Co.; Uncle Bills Program; Kendale Studios; Eberhard Groceries; Grand Rapids Beauty College; Byle Floor Covering; Nehi Beverage Co.

INTERNATIONAL ADVERTISING AGENCY
6636 Hollywood Blvd., Hollywood 28
Tel.: Hillside 2748
Radio Dept.: Miro Brunetti, radio director, account executive; Joseph Tricoli, account executive.

IRWIN-McHUGH ADVERTISING
6700 Sunset Blvd., Hollywood
Tel.: Hollywood 2277
Radio Dept.: George W. Irwin, vice president and radio director; Del Williams, television director; Phil D. McHugh, Dal Williams, Bea Steffy, Jack Donahue, Richard Mohr, Paul Langford, account executives.

NEAL D. IVEY COMPANY
Architects Building, Philadelphia 3
Tel.: Locust 7-7909
Radio Dept.: Stella M. Kilcullen, radio director and timebuyer.

J

JACKSON & CO.
49 Worth St., New York 13
Tel.: Worth 4-7005
Radio Dept.: Paul E. Jackson, general partner; Julia T. Lukas, radio director, timebuyer; John Yeargain, general manager.
Los Angeles—1709 West 8th St. Tel.: Fairfax 7365. Jesse Campbell, Jr., manager.

JOSEPH JACOBS MERCHANDISING & ADV. INC.
1 E. 42nd St., New York 17
Tel.: Murray Hill 7-6234
Radio Dept.: Joseph Jacobs, timebuyer; S. Rubenstein, radio director.

M. J. JACOBS INC
303 W. 42nd St., New York 18
Tel.: Columbus 5-4219
Radio Dept.: M. J. Jacobs, radio director.
Radio Accounts: K. Arakelian Inc., Mission Bell Wines (S).

JASPER, LYNCH & FISHEL
17 E. 49th St., New York 17
Tel.: Plaza 5-1700
Radio Dept.: Herbert Field, radio director.

JEFFERSON ADVERTISING AGENCY
411 Exchange Bldg., LaCrosse, Wis.
Tel.: 3016-R
Radio Dept.: Ruthmary Sperstad, radio director.

W. C. JEFFRIES CO.
1720 W. 9th St., Los Angeles 15
Tel.: Fairfax 8271
Radio Dept.: W. C. Jeffries, owner and account executive; Elwood Lindell, production manager.
Radio Accounts: Spade Cooley Enterprises (S); Independent Druggists of California (S); Standard Homeopathic Co. (S).

JESSOP ADVERTISING CO.
First-Central Tower, Akron 8
Tel.: Franklin 2169
Radio Dept.: R. Gilbert, radio director.

JOHNSON, READ & CO. INC.
53 W. Jackson Blvd., Chicago 4
Tel.: Wabash 2-7071
Radio Dept.: Mrs. M. B. Sutherby, radio director.

JONES & BRAKELY INC.
150 Nassau, New York 7
Tel.: Beekman 3-1912
Radio Dept.: Marie C. Power, timebuyer.

JONES & JONES ADVERTISING AGENCY
Braniff Bldg., Oklahoma City 2
Tel.: 7-3226
Radio Dept.: Henry C. Jones, timebuyer.
Radio Account: Canadian Mills.

DANA JONES CO.
756 S. Broadway, Los Angeles 14
Tel.: Tucker 6131
Radio Dept.: R. J. Black, O. V. Johnson, account executives.
Chicago 3—122 S. Michigan Ave. Tel.: Harrison 8023
Radio Accounts: The Studebaker Pacific Corp. (S); Bullock's (S); Helms Bakeries (S).

DUANE JONES CO. INC.
570 Lexington Ave., New York 22
Tel.: Plaza 3-4848
(Radio Dept.—11 E. 52nd St. Tel.: Plaza 9-4516)
Radio Dept.: R. Schuebel, radio director; Chet Gierlach, radio talent buyer; Vera Brennen, head timebuyer; Jeanne Sullivan, Sally Reynolds, Ann Small, timebuyers; Walter Ware, television director; Joseph Scheideler, Robert Hayes, C. Frederic Bell, Brent Groves, Eugene Hulshizer, Paul Werner, Robert McNell, Philip Brooks, Joseph Beck, George Bruce, Bruce Allen, Donald Gill, account executives.
Radio Accounts: B. T. Babbitt Inc. (N-S); Curtice Bros. Co. (S); Hudson Pulp & Paper Co. (S); Manhattan Soap Co. (N-S); Megowan Educator Food Co. (S); The Mennen Co. (S); C. F. Mueller Co. (S); Pierce's Proprietaries Inc. (S); Wesson Oil & Snowdrift Sales Co. (S); Holly Products Corp. (N-S); Whitehall Pharmacal Co. (N).

THE RALPH H. JONES CO.
Carew Tower, Cincinnati 2
Tel.: Main 3351
Radio Dept.: C. M. Robertson Jr., president and radio director; Kathryn M. Hardig, ass't radio director; John Saunders, television.
New York—580 Fifth Ave. Tel.: Wisconsin 7-5500. Harry E. Warren, manager.
Radio Accounts: Bavarian Brewing Co.; Cincinnati Street Ry. Co.; Kroger Co.; Cincy Products Co.; Miami Margarine Co.; Martin Rosenberger Wall Paper Co.; The Heekin Co. (S); M. Werk Co. (S); Ten-B-Low (S).

THE JORDAN CO.
2404 W. 7th St., Los Angeles 5
Tel.: Fairfax 2248
Radio Dept.: John Lo Buono, radio director.

C. B. JUNEAU INC.
2412 W. 7th St., Los Angeles 5
Tel.: Drexel 1361
Radio Dept.: Ray Gage, co-owner, radio director.
Radio Accounts: United American Federation of Labor; Los Angeles Evenning Herald & Express; Southern California Enterprises Inc.; Interstate Labs Inc.

K

ROBERT KAHN & ASSOCIATES
430 N. Michigan Ave., Chicago 11
Tel.: Delaware 7-5400
Radio Dept.: Norman F. Hirsch, radio director.

KAL, EHRLICH & MERRICK ADV. INC.
Evening Star Bldg., Washington 4, D. C.
Tel.: Executive 3700
Radio Dept.: Alvin Q. Ehrlich, vice-president in charge of radio, television and FM; Toni Pearson, David Thomas, Phillip Roll, copy writers; Forest R. Entwisle, Alexander L. Charles, William B. Mullett, Ralph Easton, William Roberts, account executives; Marjori Donnally, timebuyer.

KALOM CO.
111 E. Delaware Place, Chicago 11
Tel.: Whitehall 4-1585
Radio Dept.: Jerome H. Kalom, account executive.

SEYMOUR KAMENY ASSOCIATES
118 E. 28th St., New York 18
Tel.: Lexington 2-7478
Radio Dept.: Vernon Delston, radio director.
Radio Accounts: Tetraol Corp.; Security Mfg. Co. (S).

KANE ADVERTISING
508 North East St., Bloomington, Ill.
Tel.: 7969
Radio Dept.: Arthur P. Kane, president; James W. McNoldy, radio director; Edmund R. Kane, account executive.

80%--

4 out of 5 KFAC listeners devote EIGHTY PER CENT of their listening time to The Music Station!

The rest of the time they divide up among the other 19 AM stations in Metropolitan Los Angeles.

That's what our survey shows: 4 out of 5 of our listeners devote EIGHTY PER CENT of their listening time to KFAC.

The reason? 22 hours of the best in music every day.

Obviously, it's safer to depend on KFAC to reach that segment of Southern California's buying public.

AND THIS IS IMPORTANT TOO —

KFAC's cost per listener is one of the lowest in Los Angeles! (Check Hooper or BMB close)

KFAC *The Music Station* FOR SOUTHERN CALIFORNIA

LOS ANGELES BROADCASTING COMPANY
645 SOUTH MARIPOSA, LOS ANGELES 5, CALIFORNIA

BEN KAPLAN ADVERTISING
57 Eddy St., Providence 3, R. I.
Tel.: Union 0565
Radio Dept.: Robert Kaplan, radio director and timebuyer.

THE KAPPS CO.
64 East Lake St., Chicago 1
Tel.: State 2-0460
Radio Dept.: Capico Kapps, radio & television director; Joseph Kapps, account executive; Albert Kapps, time buyer; D. Daily, asst. timebuyer.

JOHN KARCH ADVERTISING AGENCY
280 Broadway, New York 7
Tel.: Barclay 7-1045
Radio Dept.: John George Karch, radio director, timebuyer.

KASTOR, FARRELL, CHESLEY & CLIFFORD, INC.
274 Madison Ave., New York 16
Tel.: Oregon 9-4440
Radio Dept.: Ted Palmer, radio and television; Jack Peters, timebuyer.
Radio Accounts: Waltham Watch (S); Laco Products (S); Soapine (N); Blatz Beer (S); Boscol Coffee (S).

H. W. KASTOR & SONS ADVERTISING CO.
75 E. Wacker Drive, Chicago
Tel.: Central 6-5331
Radio Dept.: James H. West, radio director; Walter Kniffen, media manager.
Radio Accounts: Procter & Gamble (S); International Milling Co. (S); Peter Fox Brewing Co. (S).

THE JOSEPH KATZ CO.
444 Madison Ave., New York 22
Tel.: Plaza 5-2740
Radio Dept.: N. C. Wildman, vice-president in charge; Elizabeth Black, director of media; Louise Moyer, Phil Thompson, continuity.
Baltimore 2—8 South St. Tel.: Lexington 1500. Robert G. Swan, director of radio and television.
Radio Accounts: American Oil Co. (N); Ex-Lax Inc. (S); Maryland Pharmaceutical Co. (S); Globe Brewing Co.; Chunk-E-Nut Co. (S); Madera Wine & Liquor Co. (S).

KAUFMAN CO.
56 W. 45th St., New York 19
Tel.: Plaza 9-3451
Radio Dept.: Howard Merrill, radio director.

HENRY J. KAUFMAN & ASSOCIATES
Homer Bldg., Washington 5, D. C.
Tel.: District 7400
Radio Dept.: Jeffrey A. Abel, radio director, timebuyer; Robert S. Maurer, television director; Al Sarra, Clark Brant, Irv Abramson, account executives.
Radio Accounts: Potomac Electric Power Co.; Frank Small Jr. Inc.; Valley Forge Distributing Corp.
Television Accounts: Lacy's Store; Tom's Auto Service; Kassan Stein; Peake Motor Co.; William Hahn Co.; Manhattan Auto & Radio; Charles Schwartz & Son; Valley Forge Distributing Co.; Simon Distributing Co.

KAYTON-SPIERO CO. INC.
230 W. 41st St., New York 18
Tel.: Longacre 5-5090
Radio Dept.: Herman Jacobs, Beatrice J. Scher, timebuyers; Morris Kinzler, Gerald B. Spiero, account executives.
Radio Accounts: 20th Century Fox Film Corp.; S. Hurock Attractions; The Roxy Theater (S); Rogers and Hammerstein. (S).

RAYMOND KEANE ADVERTISING AGENCY, INC.
707 S. Broadway, Los Angeles 14
Tel.: Tr. 2915
Radio Dept.: Raymond Keane.
Denver 2—1441 Welton St. Tel.: Main 6201. Harold Newman, manager.

KEELING & CO. INC.
Chamber of Commerce Bldg., Indianapolis 4
Tel.: Riley 1476
Radio Dept.: M. C. Dill, timebuyer; Lawrence T. Sogard, copy director.

THE KEELOR & STITES CO.
Carew Tower, Cincinnati 2
Tel.: Parkway 1310
Radio Dept.: Sue D. Fletcher, radio director.

KELLY AND LAMB
610 Hartman Theatre Bldg., Columbus 15
Tel.: Adams 2261

KELLY, ZAHRNDT & KELLY INC.
3529 Franklin Ave., St. Louis 6
Tel.: Jefferson 8337
Radio Dept.: D. C. Chopin, radio director.
Radio Account: Visit St. Louis Committee.

KENT ADVERTISING INC.
511 East 72nd St., New York 21
Tel.: Butterfield 8-0902
Radio Dept.: Claude S. Welton, president; Samuel Gallin, vice-president; Arthur J. Kinsman, treasurer.

KENYON & ECKHARDT INC.
247 Park Ave., New York 22
Tel.: Plaza 3-0700
Radio Dept.: William B. Lewis, vice-president and radio director; Robert D. Wolfe, associate radio director; Frank Palmer, director of timebuying; Mary Dwyer, network timebuyer; Ray Simms, spot timebuyer; Richard Dunne, radio research director; Thomas K. Carpenter, continuity director; Herb Landon, radio publicity director; Doris Smith, commercial copy director; Ben Boder, talent buyer; Leonard Carlton, Andy Andrews, producers; Garth Montgomery, director of television.
Chicago 3—135 LaSalle St. Tel.: Randolph 6470. William Hoyt.
Detroit—Penobscot Bldg. Tel.: Cadillac 3608. Ian M. Smith, manager; Don C. Miller, merchandising manager on Lincoln-Mercury account; Robert C. Mack.
Hollywood 28—Equitable Bldg. Tel.: Hillside 8368. Clare Olmstead, manager.
Montreal—Sun Life Bldg. Tel.: Plateau 9939. Wm. J. Frost, manager.
Radio Accounts: Borden Co. (N-S); Richard Hudnut (N); Kellogg Co. (N); Industrial Tape Corp. (S); White Rock Corp. (S); Reichhold, Chemicals, Inc. (N); Wesson Oil & Snowdrift Sales Co. (N-S); Chesapeake & Ohio (N); Ford Motor Co. (N); American-Maize Products Co. (S); Look Magazine (S).

KERMIN, THALL
222 Fourth Ave., New York 3
Tel.: Orchard 4-5500
Radio Dept.: S. I. Altman, account executive and television.

WILLIAM KESTER & CO.
6533 Hollywood Blvd., Hollywood 28
Tel.: Hillside 9251
Radio Dept.: George Stellman, radio director and account executive.
Radio Accounts: Tace Co. (S); B-Z-B Honey Co. (S); Yami Yogurt Products, Inc. (S); Perma-Nail Co. (S).

KETCHUM, MacLEOD & GROVE, INC.
411 Seventh Avenue, Pittsburgh 19
Tel.: Court 5100
Radio Dept.: William Schroeder, radio and television director; Ruth Rowland, assistant radio and television director; W. R. Parker, director of research and merchandising; C. E. Livingston, media director; J. C. Stuart, timebuyer.
Radio Accounts: Hamburg Bros.; The Peoples Natural Gas Co.; Peoples First National Bank and Trust Co.; Natural Gas Companies; Reliance Life Insurance Co.; East Ohio Gas Co.

J. B. KIEFER INC.
672 So. Lafayette Park Place, Los Angeles 5
Tel.: Fairfax 8373
Radio Dept.: J. B. Kiefer, radio director, and account executive.
Radio Accounts: Karl's Shoe Stores Ltd. (N-S).

FRANK KIERNAN & CO.
55 Liberty Street, New York 5
Tel.: Cortlandt 7-3148
Radio Dept.: Samuel D. Mallin, general manager.
Radio Accounts: Flowery Manicure Products Co. (S); Johnson Quality Homes (S).

KIESEWETTER, WETTERAU & BAKER INC.
9 E. 40th St., New York 16
Tel.: Lexington 2-0025
Radio Dept.: Edward Chase, radio and television coordinator; H. M. Keisewetter, Sam S. Baker, Horace Hagedorn, account executives; Elizabeth Thompson, timebuyer.
Radio Accounts: Bathasweet Corp (S); La Rosa & Sons (S); Flex Knit Girdles (S); Abraham & Strauss; Ludwig Bauman; Sloans Liniment; Royal Lace Paper Works.

KILROY ADVERTISING INC.
3758 Bates St., St. Louis 16
Tel.: Plateau 3726
Radio Dept.: LeRoy F. Dinges, timebuyer.

ABBOTT KIMBALL CO. INC.
250 Park Ave., New York 17
Tel.: Plaza 3-9600
Radio Dept.: Abbott Kimball, president; Harry Muller, vice-president; Miriam Traeger, timebuyer.
Chicago 1—333 N. Michigan Ave. Tel.: Franklin 0673.
Kansas City, Mo.—1004 Baltimore. Tel.: Victor 1950. David Mindlin.
Los Angeles 5—4015 Wilshire Blvd. Tel.: Drexel 7305.
San Francisco 4—155 Sansome St. Tel.: Exbrook 5188.
Radio Account: Artra Cosmetics Inc.
Television Account: Norcross Inc. (S).

WILLIAM H. KINSALL & CO.
101 W. Monroe St., Bloomington, Ill.
Tel.: 7606
Radio Dept.: Donald Glasgow, director.
Radio Account: Kuehne Mfg. Co. (S).

ALBERT KIRCHER CO.
1001 W. Washington Blvd., Chicago 7
Tel.: Chesapeake 3-2800
Radio Dept.: L. H. Lasher.

KIRCHER, HELTON & COLLETT
Hulman Bldg., Dayton 2
Tel.: Fulton 5161
Radio Dept.: Charles E. Gay, radio and television director; Ralph Kirchner, Watson Metcalfe, Ed Clark, account executives.
Radio Accounts: Gem City Bldg. & Loan Assn. (S); August Wagner Breweries Inc. (S); Frederics-Helton Travel Service (S).

KLEIN & ASSOCIATES ADVERTISING
64 East Lake St., Chicago 1
Tel.: Franklin 2-6001
Radio Dept.: William L. Klein, radio director; Egmont Sonderling, timebuyer.
Radio Accounts: Universal Motors (S); Benson & Rixon.

PHILIP KLEIN ADVERTISING
1910 Rittenhouse Sq., Philadelphia 7
Tel.: Kingsley 5-1420
Radio Dept.: Herbert Ringold, radio director; Edward Felbin, timebuyer.
Radio Accounts: Buten Paint Stores (S); Gorson Automobile Dealer (S); Frankford Grocers; V.S. Home Improvement Co.; Penn-Jersey Auto Stores (S); Olivo Hair Products.
Television Accounts: Reynolds & Co.; Northeast Lincoln-Mercury; Weisberg & Sons; George Corson Auto Dealer.

KLEPPNER CO.
551 Fifth Ave., New York 17
Tel.: Murray Hill 2-0730
Radio Dept.: Leon Balsam, radio director, timebuyer; Otto Kleppner, president and account executive.

H. M. KLINGENSMITH CO.
Commercial Bldg., Canton 2, Ohio
Tel.: 4-5115
Radio Dept.: Rex Farrall and H. M. Klingensmith.

KLINGER ADVERTISING CORP.
119 W. 57th St., New York 19
Tel.: Circle 6-3660
Radio Dept.: Atwood A. Klinger, president, account executive.
Radio Accounts: Madison L. I. Personal Loan; Bill Williams (S); Parks Square Motor Co. (S); Service Clothes; News Flash Photo Service; Walter Bant; Embassy; Copacabana Show; H. Markets Inc.; Radio Art Club of America.

MARTIN R. KLITTEN, INC.
2614 West 9th St., Los Angeles 6
Tel.: Drexel 8396
Radio Dept.: Martin R. Klitten, president, radio director and account executive.

KNAPP-SHEPARD, INC.
480 Lexington Ave., New York 17
Tel.: Eldorado 5-4122
Radio Dept.: Harold W. Shepard, director.

KNOLLIN ADVERTISING AGENCY
105 Montgomery St., San Francisco 4
Tel.: Sutter 1-6110
Radio Dept.: J. C. Knollin, president and general manager; Robert H. Knollin, asst. general manager.
Los Angeles 14—650 S. Grand Ave. Tel.: Van Dyke 3173. John Hansen, manager.
Radio Accounts: Grand National Livestock Exposition (S); Payne Furnace Co. (S); Pacific Coast Gas Assn. (S).

M. R. KOPMEYER CO. ADV. AGENCY
Realty Bldg., Louisville 2
Tel.: Wabash 3357
Radio Dept.: W. A. Freeman, buyer; Fred Gerberding, Walter Hellman, M. R. Kopmeyer, account executives.
Chicago—537 S. Dearborn St. Tel.: Webster 2573. R. E. Blackburn, manager.
Radio Accounts: Oertel Brewing Co.; Beaver Dam Milling; Kane Manufacturing Co.; Mammoth Springs Canning Co.; Weir Motors Co.; Citizens Fidelity Bank & Trust Co.; Community Hospital Service.

KORETZ IDEAS & CO., INC.
899 Broad St., Newark 2
Tel.: Mitchell 2-4492
Radio Dept.: E. Goldwasser, radio director and timebuyer.

ROBERT KOTTWITZ ADVERTISING INC.
Audubon Bldg., New Orleans 16
Tel.: Canal 8158

KRONSTADT ADVERTISING AGENCY
908 14th St. N.W., Washington 5
Tel.: National 6272
Radio Dept.: Esther Kravitz, radio director, timebuyer.

JULIAN A. KRUPNICK CO.
1089 E. Broad St., Columbus 5, O.
Tel.: Fairfax 2155
Radio Dept.: Julian Krupnick, radio director; Stuart M. Krupnick, account executive.

(Continued)

KNOWN VALUE OVER LOUISIANA

BMB	DAYTIME	NIGHT TIME
LAFAYETTE	92	91
LAF. COUNTY	91	88

COMPARE OTHERS WITH COPY ON REQUEST

CONLAN	MORNING	AFTERNOON	EVENING
KVOL	53.8	56.2	66.8
STATION "A"	11.9	9.7	14.3
ALL OTHERS	34.3	34.1	18.9

KVOL THE VOICE OF LAFAYETTE LOUISIANA
AFFILIATE

3 FIRSTS
FIRST—IN SOUTHWEST LOUISIANA—EST. 1935
FIRST—LISTENER COVERAGE (BMB-CONLAN)
FIRST—PROGRAMS—LOCAL—PUBLIC SERVICE—NBC

260,000 Potential Listeners

SERVES A $125,000,000.00 MARKET AT THE CROSSROADS OF TRADE IN LOUISIANA'S GREAT SUGAR CANE, RICE, AND SWEET POTATO PRODUCING AREA. IN THE CENTER OF THE GULF COAST OIL FIELDS.
INFORMATION—KVOL P. O. BOX 1070 LAFAYETTE, LA.

KVOL-FM 96·1 MEG 15 000 WATTS

budget-wise time buyers

k-nuz
(KAY-NEWS)

BRINGS YOU
MORE
LISTENERS
PER
DOLLAR
IN
HOUSTON

MORE BUYERS
FOR
YOUR PRODUCTS
AT
LOWER
COST

. . . for proof write
for Hooper and
other marketing
data . . .

NATIONAL REP. FORJOE & CO.
Dave Morris, Gen. Mgr.

k-nuz

"Your Good News Station"
9th Floor Scanlan Bldg.
HOUSTON 2, TEXAS

ADVERTISING AGENCIES HANDLING RADIO AND TV ACCOUNTS
(Continued)

KUDNER AGENCY INC.
630 Fifth Ave., New York 20
Tel.: Circle 6-3200
Radio Dept.: Myron P. Kirk, executive head of radio and television; Gordon Mills, business manager; William Templeton, production manager; Mary V. King, timebuyer; Hugh Brown, television department; Edmund Cashman, radio director.
Los Angeles 14—215 W. 7th St. Tel.: Vandyke 0196
Detroit 2, Mich.—710 New Center Bldg. Tel.: Madison 5315.
San Francisco 5—215 Market St. Tel.: Garfield 5433.
Washington, D. C.—Albee Bldg. Tel.: National 5506. Frank Getty.
Radio Accounts: General Motors Corp. (N); U. S. Tobacco Co. (S); Benson & Hedges (S); Goodyear Tire & Rubber Co. (N); The Texas Co. (N); Better Homes and Gardens (S); Admiral Corp.

KUEHN, RUCK AND ASSOC.
185 N. Wabash Ave., Chicago
Tel.: Financial 6-4185
Radio Dept.: Charles F. Ruck & Lloyd P. Kuehn, partners.

R. L. KULZICK INC.
409 E. Washington Ave., Madison 3, Wis.
Tel.: Gifford 1864
Radio Dept.: Eddie Peabody, radio director.

J. R. KUPSICK ADVERTISING
122 E. 42nd St.. New York 17
Tel.: Murray Hill 5-9143
Radio Dept.: J. R. Kupsick, president and account executive; Saul Kampf, vice president and account executive; Beth Levenson, television buyer.

KUTTNER & KUTTNER
646 N. Michigan Ave., Chicago 11
Tel.: Superior 7-7940
Radio Dept.: Sally Jacobson, timebuyer; Chester Kuttner, Harold Kuttner, Stanley Kuttner, Ed Grossfeld, Nate Goldenberg, account executives.
Radio Accounts: Pacific Wine Co. (S); Crest Specialty Co. (S); Baer Bros. & Prodie (S); Capitol Dairy Co. (S); Chicago Terminal National Bank (S); Holleb & Co. (S); National Superior Fur Dressing & Dyeing Co. (S); Shainberg Drygoods Co. (S).

L

THOMAS J. LA BRUM & ASSOCIATES
Bankers Securities Bldg., Philadelphia 7
Tel.: Kingsley 5-1616
Radio Dept.: Joseph Daly, radio director and timebuyer.

LAKE-SPIRO-SHURMAN, INC.
Sterick Bldg., Memphis 3
Tel.: 5-1571

LAMB & KEEN INC.
1616 Walnut St., Philadelphia 3
Tel.: Pennypacker 5-9650
Radio Dept.: Roy T. Lochten, media director and timebuyer.

LAMBERT & FEASLEY INC.
9 Rockefeller Plaza, New York 20
Tel.: Columbia 5-3721
Radio Dept.: Frank W. Mace, vice-president and general manager; Joseph Burland, media director; Ray H. Kremer, radio program director.
Radio Accounts: Phillips Petroleum (L); Prophylactic Brush Co. (L).

LAMPORT, FOX, PRELL & DOLK INC.
J.M.S. Bldg., South Bend 5
Tel.: 3-2161
Radio Dept.: Wm. Callender, account executive.
Radio Accounts: First Bank & Trust Co. (S).

LANDER-YOUNG ADV.
2504 W. 7th St., Los Angeles 14
Tel.: Dunkerque 8-7194
Radio Dept.: Hazel Young, Irving W. Lander.

LANG, FISHER & STASHOWER, INC.
1010 Euclid Ave., Cleveland 15
Tel.: Main 6579
Radio Dept.: Alvin B. Fisher, vice-president in charge of radio and television; Robert A. Goldberger, timebuyer; Mary Jayne Haring, assistant.
Radio Accounts: Babee-Tenda Corp.; Cameron Corp.; Dowd-Feder Inc.; Yellow Cab; Texas Co.; Burrows; Cleveland Baseball Co.; Lane Drug Co.; Cleveland Transit System; Chrysler-Plymouth; Miller-Ruker Beverages; World Pub. Co., all spot.
Television Accounts: Babee-Tenda Co.; Cameron Corp.; Cotton Club Bev. Co.; Strong, Carlisle & Hammond; Miller-Ruker Beverage Co.

LANNAN & SANDERS INC.
Dallas, Texas
Tel.: Prospect 7-2993
Radio Dept.: George S. Lannan, president; J. M. Sanders, vice-president.

LaROCHE & ELLIS INC.
247 Park Ave., New York 17
Tel.: Plaza 5-7711
Radio Dept.: William R. Stuhler, vice-president in charge of radio and television; Sally Mansfield, media director.
Chicago—141 W. Jackson Blvd. Tel.: Harrison 7-8612. John F. Price, vice-president.
Los Angeles 46—8732 Sunset Blvd. Tel.: Crestview 4-5393. John F. Reeder, vice-president.
Radio Accounts: Quaker Oats Co. (N); New England Confectionery Co. (S).

LLOYD LARSON & ASSOC. INC.
53 W. Jackson Blvd., Chicago 4
Tel.: Harrison 7-7127
Radio Dept.: Lloyd Larson, president, copy chief, account executive.

LAUESEN & SALOMON
520 N. Michigan Ave., Chicago 11
Tel.: Superior 7-0738
Radio Dept.: Wendell Walker, account executive.
Radio Account: Imperial Credit Co.

LAVENSON BUREAU OF ADVERTISING
12 S. 12th St., Philadelphia 7
Tel.: Market 7-6767
Radio Dept.: Jerrie C. Rosenberg, radio director and timebuyer.

CARL LAWSON ADVERTISING
4722 Broadway, Kansas City 2
Tel.: Lo. 9133
Radio Dept.: Maxim Terry, radio director; R. S. Brigham, account executive.
Radio Accounts: Hubbard Co.; K.C. Title Insurance Co.; Jenkins Music Co.; Steckley Hybrid Corn Co.; Gooch Milling & Elevator Co.; Gooch Feed Mill Co.; Spear Mill Co.; Kent Products, all spot users.

LAYNE, LEENE & GREENE
(Television only)
225 W. 34th St., New York
Tel.: Longacre 4-4894

HARRY J. LAZARUS & CO.
430 N. Michigan Ave., Chicago 11
Tel.: Superior 7-3933
Radio Dept.: F. E. Mandl, vice-president radio and television director.

LEE-MURRAY ADVERTISING
71 West 45th Street, New York
Tel.: Longacre 4-5454
Radio Dept.: Leo Steinfeld, account executive.
Radio Account: Vita-Var Corp. (S).

AL PAUL LEFTON CO. INC.
1617 Pennsylvania Ave., Philadelphia 3
Tel.: Rittenhouse 6-1500
Radio Dept.: Edwin S. Friendly Jr., radio director; Edith V. Righter, media director.
New York 17—521 Fifth Ave. Tel.: Vanderbilt 6-4340.
Chicago 11—435 N. Michigan Ave. Tel.: Superior 9511.
Radio Accounts: Lit Brothers; Philadelphia Electric; Yellow Cab Co.; Borden's Ice Cream; Red Arrow Lines; Crawford Clothes; Long Island Railroad; Claridge Food; Winter & Co.; Metropolitan Jockey Club; Empire Racing Assn.; Cocilana Cough Drops; Goodman's Noodles.

HART LEHMAN ADVERTISING
118 E. 28th St., New York 16
Tel.: Murray Hill 6-9458
Radio Dept.: Hart E. Lehman.

LEIGHTON & NELSON
619 State St., Schenectady 7, N. Y.
Tel.: 6-4202
Radio Dept.: Winslow P. Leighton, partner, account executive; George R. Nelson, partner, radio director, account executive; Robert S. Cragin, copy director, account executive.
Radio Accounts: Hershey Beverage (S); Rudolph Bros. (S); Stanton Brewery (S); Saratoga Racing Assn. (S).

SIDNEY K. LENBY ADVERTISING
168 N. Michigan Ave., Chicago 1
Tel.: Andover 3-7477
Radio Dept.: Arthur A. Kohn, radio director and timebuyer; W. W. Lipsey, Sidney K. Lenby, account executives.

LENNEN & MITCHELL
17 E. 45th St., New York 17
Tel.: Murray Hill 2-9170
Radio Dept.: Thomas P. Doughten, radio director; Frank Daniel, radio timebuyer; Lillian Goss, radio traffic manager; Peter Keveson, radio copy chief; Albert C. Langer, service manager; Kenneth D. Twyman, account supervisor; Nick Keesly, radio director.
Beverly Hills, Calif.—308 N. Rodeo Dr. Tel.: Crestview 1-7221. Mann Holiner in charge.

S. R. LEON CO.
1 Madison Ave., New York 10
Tel.: Murray Hill 9-4455
Radio Dept.: George Lewis Jr., radio director.

H. B. LeQUATTE INC.
200 Madison Ave., New York 16
Tel.: Murray Hill 3-5570
Radio Dept.: H. B. LeQuatte, radio director.
Radio Accounts: New York World Telegram (S); D. & L. Slade Co. (S).

LE VALLY INC.
360 N. Michigan Ave., Chicago 1
Tel.: State 2-1202
Radio Dept.: James G. Cominos, vice-president and radio director; Michael W. Gradle, asst. radio director; Betty Hoyt, timebuyer.
Radio Account: Household Finance Corp. (N-S).

LEVY ADVERTISING AGENCY
850 Broad St., Newark 2
Tel.: Mi. 2-0433
Radio Dept.: Hyman R. Levy, president and timebuyer.

TED LEVY ADVERTISING AGENCY
515 Insurance Bldg., Denver 2
Tel.: Main 7133

LEWIS ADVERTISING AGENCY
339 Main St., Worcester 8, Mass.
Tel.: 3-1718
Radio Dept.: Robert W. Blumenthal, radio director, account executive; W. A. Jakubowski, radio time and talent buyer; Edward D. Pousland, account executive.
Radio Accounts: Eastern Oil Co.; Kranich Jewelry Co. (S); Roxy Clothes (S); World Pants Co. (S); Sandberg Toy Shop (S); Kin-Berg Inc. (S).

ADDISON LEWIS & ASSOCIATES
Foshay Tower, Minneapolis 2
Tel.: Atlantic 6235
Radio Dept.: Addison Lewis, W. A. Grove, Edward Grubb, account executives.
Radio Accounts: Minneapolis-Honeywell Regulator Co.; Brown Instrument Co.; Minnesota & Ontario Paper Co.

LEWIS & GILMAN INC.
1528 Walnut St., Philadelphia 2
Tel.: Pe. 5-9900
Radio Dept.: Graham S. Mason, radio director; Peter Kondras, timebuyer.

LEY & LIVINGSTON
260 California St., San Francisco 11
Tel.: Yukon 6-4478
Radio Dept.: Robert J. Livingston, radio director.

LIEBER ADVERTISING AGENCY
30 W. Washington, Chicago 2
Tel.: Dearborn 2-5670.

LILLER, NEAL & BATTLE AGENCY
Walton Bldg., Atlanta 3
Tel.: Cypress 6521
Radio Dept.: C. X. Liller, W. W. Neal and Al Sharp, account executives; Sarah Williams, timebuyer.
Radio Accounts: Brock Candy Co. (S); H. W. Lay & Co. (S); National Nu-Grape (S); Colonial Stores Co. (S).
Television Accounts: Brock Candy Co.; H. W. Lay Co.

LINDEKE ADV.
3156 Wilshire Blvd., Los Angeles 5
Tel.: WE 3-7539

LINDSAY ADVERTISING AGENCY
95 Crown St., New Haven 10, Conn.
Tel.: 5-2141
Radio Dept.: Merrill K. Lindsay, account executive; Brian McCrory, media director.
Radio Account: Associated Seed Growers Inc. (S).

LINDSAY & CO., INC.
10 N. Fourth St., Richmond 19
Tel.: 7-3065
Radio Dept.: W. Leroy Hoerter, vice president, radio director; Arthur C. Beck Jr., timebuyer.
Radio Accounts: C. W. Antrim & Sons (S); Ruffin & Payne (S) Southern Biscuit Co. (S).

LITTLE & CO.
3757 Wilshire Blvd., Los Angeles 5
Tel.: Exposition 1267
Radio Dept.: Gayb Little, owner and radio director.
Radio Accounts: Adohr Milk Farms.

LIVINGSTONE-PORTER-HICKS
Transportation Bldg., Detroit 26
Tel.: Woodward 2-6640
Radio Dept.: Patricia Fairobent; L. P. Hicks, owner.
Radio Accounts: Lafer Brothers (S).

ROSS LLEWELLYN INC.
209 S. LaSalle St., Chicago
Tel.: STate 2-4366
Radio Dept.: Tom J. Montgomery, account executive.
Radio Account: Martin Auto Parts (S).

LLOYD, CHESTER & DILLINGHAM, INC.
9 Rockefeller Plaza, New York 20
Tel.: Circle 5-8800
Radio Dept.: Robert S. Hotz, vice-president, radio director.

LOCKWOOD-SHACKLEFORD ADV. AGENCY
2001 Beverly Blvd., Los Angeles 4.
Tel.: Dunkirk 8-3121
Radio Dept.: Lou Holzer, radio director; Robert Purcell, Tom Ross, John Sparling, account executives.
New York 17—420 Madison Ave. Tel.: Plaza 3-5412. R. T. O'Connell.
Chicago 1—75 E. Wacker Dr. Tel.: Franklin 4883. Robert B. Newell.
Radio Accounts: Los Angeles Brewing Co. (N-S); Taylor automobile Co.

LOEWY ADVERTISING AGENCY
41 Park Row, New York 7
Tel.: Worth 2-3773
Radio Dept.: Henry H. Loewy, vice-president.
Radio Accounts: King of the Sea (S); Hans Jaeger's (S); The Old Brew House (S).

THE W. E. LONG CO.
155 N. Clark Street, Chicago 1
Tel.: Randolph 4606
Radio Dept.: Harold Gingrich, radio director.

HENRY A. LOUDON ADVERTISING INC.
Statler Office Bldg., Boston 16
Tel.: Hubbard 2-2950
Radio Dept.: Henry A. Loudon, president.
New York 1—270 Park Ave., Tel.: Plaza 5-4051 Earl Thomas, radio director.

T. ROBLEY LOUTTIT INC.
58 Weybosset St., Providence 3
Tel.: Jackson 5858
Radio Dept.: Robert K. Rockwell, radio director; Natalie B. Havens, Kenneth G. MacKenzie, timebuyers; Donald J. MacDonald, account executive.
Radio Accounts: Buckley & Scott (S); Swiss Cleansing Co. (S); E. F. Pease Co. Inc. (S); What Cheer Laundry (S); F. E. Ballou Co.; Gibsons Inc. (S); N. E. Miller (S).

LOWE & HALL ADVERTISING
News Bldg., Greenville, S. C.
Tel.: 2-7242

LOWE RUNKLE CO.
First National Bldg., Oklahoma City 2
Tel.: 3-5439
Radio Dept.: Eldon Ihm, radio director; Lowe Runkle, timebuyer and account executive; Harold Kranz; Howard Neumann, account executives.
Radio Accounts: Merit Mills Inc.; Arkansas City Flour Mills; Cain's Coffee Co.; Federal Savings & Loan; Liberty National Bank; Bordens Milk (Local); Oklahoma Operating Co. Call Spot).

LUCERNA CO. INC.
17 E. 45th St., New York 19
Tel.: Murray Hill 2-7267
Radio Dept.: Emanuel Goldman, radio director.
Radio Account: Koven Waterfilm Boilers. (S).

EARLE LUDGIN & CO.
121 W. Wacker Drive, Chicago 1
Tel.: ANdover 3-1888
Radio Dept.: Vincent R. Bliss, radio director and account executive; Jane Daly, timebuyer; Dale Fisher, account executive.
Radio Accounts: Rit Products Corp.; Glaser-Crandell Co.; Chicago Title & Trust Co.; W. F. Mc Laughlin & Co.; Jules Montenier.

ROBERT LURIE INC.
722 Chestnut St., St. Louis 1
Tel.: Chestnut 8425
Radio Dept.: Avery Busch, radio director; Earl M. Fishgall, account executive.
Radio Accounts: Food Center; Jewish War Veterans; New Yorker; Tulper's (S).

LYNN-FIELDHOUSE
15 S. Franklin St., Wilkes-Barre, Pa.
Tel.: 2-7182
Radio Dept.: W. B. Pritchard, radio director and timebuyer.

THE LYON AGENCY
293 8th St., San Francisco 3
Tel.: Douglas 3546
Radio Dept.: Dwight Lyon.
Radio Accounts: Spreckles-Russell Dairy; Laher Spring & Tire.

S. DUANE LYON INC.
9 Rockefeller Plaza, New York 20
Tel.: Circle 5-8181
Radio Dept.: Duane Lyon, president; Chester Radven, vice-president.
Radio Accounts: Cook Oil Corp.; Rosedale Knitting Mills.

W. D. LYON CO.
303 2nd Ave., S.E., Cedar Rapids, Ia.
Tel.: 5139
Radio Dept.: Howard M. Paul, radio and television director; W. D. Lyon, R. B. Creswell, account executives.
Radio Accounts: Tendersweet Sales Co. (S); Colonial Baking (S); Bupane Gas (S); Chick Bed (S); Culver Motors (S); Barron Motor Supply Co. (S); Standard Battery & Electric Co. (S); Gordon Hatchery (S).

M

MACAULAY CO. INC.
1121 S. Hill St., Los Angeles 15
Tel.: Prospect 6287
Radio Dept.: J. S. Macaulay, president and account executive; Norman J. Boroughs, radio director.
Radio Accounts: Frank Gordon Co. (S); Randall Motor Club (S); Earl V. Lewis.

MacDONALD-COOK COMPANY
Sherland Bldg., South Bend, Ind.
Tel.: 3-8244
Chicago—360 N. Michigan Ave. Tel.: Andover 1224.

MacFARLAND AVEYARD & CO.
333 N. Michigan Ave., Chicago 1
Tel.: Randolph 6-9360
Radio Dept.: Mrs. Marilyn Roseberry, radio timebuyer; W. C. Power manager; Arthur Berg, radio and television director.
Radio Accounts: The Form-fit Co. (S); Zenith Radio Corp. (S); South Wind Heater (S).

W. W. MacGRUDER INC.
1666 California., Denver 2
Tel.: Alpine 1478
Radio Dept.: Joseph W. Palmer, radio director; W. W. MacGruder, Revill J. Fox; George Bakewell, Louise Hewlett, Stephen Alex, account executives.
Radio Accounts: Adolph Coors Co.; Citizens Savings Bank, Midland Federal Savings Bank; Jonas Bros.; Fairmont Cem. Assn.; Fidelity Natl. Ins.; all spot users.

W. B. MacKENNEY & BERT SHONTZ INC.
Commercial Trust Bldg., Philadelphia 2
Radio Dept.: Gloria Lorch, radio director; Bert Shontz, vice president & timebuyer.

MacKENZIE INC.
431 Clifton Ave., Minneapolis 4
Tel.: Bridgeport 7661
Radio Dept.: Brooke Kinnard, timebuyer., account executive; Lucille Kinnard, radio director.
Radio Accounts: Land-O-Nod Co. (S); Slawik Motors (S); Truax Traer Coal Co. (S).

MacMANUS, JOHN & ADAMS
Fisher Bldg., Detroit 24
Tel.: Trinity 2-8300
Radio Dept.: Elmer W. Froehlich, media director; Martha Ude, timebuyer.
Baltimore—24 E. 25th St.
Radio Accounts: Champion Spark Plug Co. (N); Ferry-Morse Seed Co. (N).

Mac WILKINS, COLE & WEBER
Corbett Bldg., Portland 4
Tel.: Broadway 6401
Seattle 1—Republic Bldg. Tel.: Elliott 7377.
Radio Accounts: U. S. Bakery; Arthur L. Fields Chevrolet Co.; Montag Stove & Furnace Works; Fahey-Brockman.

MADISON ADVERTISING CO.
400 Madison Ave., New York 17
Tel.: Plaza 9-3200
Radio Dept.: David R. Gibson, radio director.

MAGGART ADVERTISING AGENCY
333 N. Michigan Ave., Chicago 1
Tel.: CEntral 6-3861
Radio Dept.: M. E. Maggart.

KATHERINE H. MAHOOL ADVERTISING
12 E. Lexington St., Baltimore 2
Tel.: Plaza 3617
Radio Dept.: Frank Katz, radio director & timebuyer.

MAKELIM ASSOCIATES
32 W. Randolph St., Chicago 1
Tel.: RAndolph 6-7081
Radio Dept.: Hal Makelim, radio director; Muriel Newman, timebuyer.
Radio Accounts: Andersen's Ready to Serve Frozen Foods; Bev Company of America; Conlon Moore Co.; De Luxe Record Co.; Kannenggeisser & Co.; Knott's Berry Place.

MALCOLM-HOWARD
203 N. Wabash, Chicago 1
Tel.: Randolph 6-7942
Radio Dept.: A. M. Holland, radio director; Norman Lindquist, television director; Alan Sweetow, asst. director; A. M. Holland, M. G. Holland, H. A. Raskun, account executives.
Louisville, Ky.—525 Walnut.
Radio Accounts: Dad's Root Beer (S); Cimind Wines (S); Mrs. Klein's (S); Fiji Oil Shampoo (S); Rubins (S); Newarts (S); Joy Candies (S); Hollands (S); Cook County Motors, Harry Alter Co., Nat'l. Farm Show; Nat'l Television & Electric Living Show; International Circus; Roller Derby.

W. H. MALE LTD.
1001 Waumanu St., Honolulu 42
Tel.: 3278
Radio Dept.: Mary Thompson, radio director; Marcel Caulliet, timebuyer.

DAVID MALKIEL ADVERTISING AGENCY
260 Tremont St., Boston 16
Tel.: Liberty 1421
Radio Dept.: Harry Kadis, radio director, Harry Weinbaum, Martin Kadis, account executives.
Radio Accounts: Belmont Furniture (S); Canadian Ace Ale (S); I. J. Fox (S); Paramount Bakeries (S); Old Monastery Wines (S); Richard Clothes (S); Serta Mattresses (S); Steubens Restaurants (S); Royal Crown Cola (S).

EUGENE A. MANNION ADVERTISING AGENCY
333 N. Michigan Ave., Chicago 1
Tel.: RAndolph 6-8775
Radio Dept.: Eugene A. Mannion, timebuyer.

LLOYD MANSFIELD CO.
Dun Bldg., Buffalo, N. Y.
Tel.: Washington 2762
Radio Dept.: Lloyd Mansfield, owner, timebuyer.

MANSON-GOLD ADV. AGENCY
1004 Marquette Ave., Minneapolis 2
Tel.: Geneva 9619
Radio Dept.: Meyer Gold, Bruce Sielaff, D. P. Nathanson; Jean Hadley, account executives.
Radio Accounts: Janney Semple Hill & Co.; Juster Bros.

LOISE MARK & ASSOC.
808 N. Third St., Milwaukee, Wis.
Tel.: Marquette 8-8344
Radio Dept: Edith Hennig, radio-television director, account executive; E. T. Kroog, timebuyer, account executive; Loise E. Mark, Gilbert Breimeister, account executives.
Radio Accounts: Hotel Wisconsin, Fred Astaire.
Television: Boston Store, Carl Laabs, Arthur Santley, Inc., Hotel Wis., Fred Astaire.

MARK, MAUTNER & BERMAN
808 N. Third St., Milwaukee 3
Tel.: Broadway 8385
Radio Dept.: Jerome H. Berman, timebuyer.

MARKETERS, INC.
3142 Wilshire Blvd., Los Angeles 5
Tel.: Drexel 5303.
Radio Dept.: Jack Pugh, media director.

MARSCHALK & PRATT CO.
535 Fifth Ave., New York 17
Tel.: Vanderbilt 6-2022
Radio Dept.: Curt A. Peterson, radio director; E. J. Whitehead, television director; Herbert Gesregan, timebuyer.

TERRILL BELKNAP MARSH ASSOCIATES
480 Lexington Ave., New York 17
Tel.: Eldorado 5-4570
Radio Dept.: T. B. Marsh, radio director.

HAROLD MARSHALL ADVERTISING CO.
565 Fifth Ave., New York 17
Tel.: Plaza 3-0404
Radio Dept.: Harold Marshall.

MASON-RELKIN CO.
20 East 35th St., New York 16
Tel.: Murray Hill 9-3891
Radio Dept.: Mary R. Miller, radio director.

J. M. MATHES INC.
122 E. 42nd St., New York 17
Tel.: Lexington 2-7450
Radio Dept.: John Bates, radio director; Edna S. Cathcart, timebuyer; William H. Vilas, television director; Anne Moore, asst. television director.
Radio Accounts: Canada Dry Ginger Ale Inc. (N-S); International Salt Co. (S); The Pure Food Co. (S); Sylvania Industrial Corp. (S); Luden's Inc. (N-S); Fred Fear & Co. (S); American Viscose Corp. (S); Judson Dunway Corp. (S); Houbigant Sales Corp. (S); Imperial Paper & Color Corp. (S); Eversharp-Shick (S); Air France; Austin Motor Co. Inc.; Bakelite Corp.; Delaware Floor Products Corp.; Union Carbide & Carbon Corp.

MATTISON & ASSOCIATES, INC.
411 E. Mason St., Milwaukee 2
Tel.: Daly 8-4090
Radio Dept.: Edward G. Ball, radio director.
Radio Accounts: Edwards Motor Co. (S).

JOSEPH MAXFIELD CO.
87 Weybosset St., Providence 3, R. I.
Tel.: Gaspee 4456
Radio Dept.: Joseph M. Finkle, timebuyer; Archie M. Finkle, radio director; Richard D. Brugman, copy director.

(Continued)

NOT LARGE
BUT
IMPORTANT

KWTC

COVERS A
RICH, AGRICULTURAL,
STOCK RAISING, MINING AND INDUSTRIAL
SECTION OF SOUTHERN
CALIFORNIA (SAN BERNARDINO COUNTY)

BARSTOW

HOME OF:
LARGEST PERMANENT
MARINE BASE IN
THE WORLD
and
THE GREAT DIESEL
REPAIR SHOPS OF
THE SANTA FE

BARSTOW

IS THE JUNCTION
OF HIGHWAYS
66-91 and 466
BETWEEN LAS VEGAS
AND LOS ANGELES
THESE TOURISTS SPEND
$5,000,000 ANNUALLY
IN BARSTOW

KWTC
BARSTOW
CALIFORNIA

Represented By:
GENE GRANT & COMPANY
DONALD COOKE, INC.

ADVERTISING AGENCIES HANDLING RADIO AND TV ACCOUNTS
(Continued)

MAXON INC.
2761 E. Jefferson Ave., Detroit 7
Tel.: Lorain 7-5710
New York 22—570 Lexington Ave. Tel.: Eldorado 5-2930. W. Ray Baker, vice-president; E. Wilhelm, timebuyer.
Chicago—919 N. Michigan Ave. Tel.: Delaware 3536. L. J. Sholty, manager.
Radio Accounts: General Electric Co. (Electronics Dept.); Gillette Safety Razor Co.
Television Account: Gillette Safety Razor Co.

MAY ADVERTISING CO.
Commercial Trust Bldg., 15th & Market, Philadelphia 2
Tel.: Rittenhouse 6-7642
Radio Dept.: Bertram May, president.

THE MAYERS CO.
1240 S. Main St., Los Angeles 15
Tel.: Prospect 0101
Radio Dept.: James C. McCormick, radio and television director.
Radio Accounts: Sears Roebuck & Co. (S); Hoffman Candy Co. (S); Star Outfitting Co. (S); Sta-Neet Corp. (S); Brownstein-Louis Co. (S); Dad's Root Beer Bottling Co. (S); Cliquot Club Bottling Co. (S); Gordon Bread Co.; Los Angeles Kennel Club (S); Grand Central Market; Casper Davis Co. (S).

CHARLES H. MAYNE CO.
1709 W. 8th St., Los Angeles 14
Tel.: Drexel 4363
Radio Dept.: S. N. Austin, radio director, Norma V. Mayne.

MAYS & CO.
412 W. 6th St., Los Angeles 14
Tel.: Trinity 8534
Radio Dept.: Roderick Mays, radio director; Kay Abnur, timebuyer; Jimmy Matthews, television director.
San Francisco—105 Montgomery St.
Tel.: 1-5922
Radio Accounts: Barker Bros. (S); J. W. Robinson Co. (S); General Electric Appliances.

McCANN-ERICKSON INC.
50 Rockefeller Plaza, New York 20
Tel.: Circle 5-7000.
Radio Dept.: Lloyd O. Coulter, vice president in charge of radio & television; Lawson Paynter, executive asst. to vice president; William C. Dekker, director of time buying & station relations; Lee Cooley, director of TV; Harold W. Steck, director of radio copy; Alfred J. Scalpone, manager of radio production; Dorothy B. McCann, Glan Heisch, Neil Reagan, senior producers.
Boston 16—31 St. James Ave. Tel.: Liberty 5468. Watson M. Gordon, vice president & manager.
Chicago 4—318 S. Michigan Ave. Tel.: Webster 3701. Homer Havermale, vice president & manager.
Cleveland 14—1300 Guardian Bldg. Tel.: Cherry 3490. A. A. Sommer, vice president.
Detroit 26—3546 Penobscot Bldg. Tel.: Randolph 9792. Paul Holder & Frank Townsend, vice presidents.
Hollywood 28—6331 Hollywood Bldg. Tel.: Hillside 8268. Neil Reagan, manager.
Los Angeles 13—448 S. Hill St. Tel.: Mutual 1181. Burt Cochran, vice president & manager.
Minneapolis 2—609 Second Ave. S. Tel.: Bridgeport 6801. Jackson Taylor, vice president & manager.
Portland 4, Ore.—1309 Public Service Bldg. Tel.: Atwater 4305. Harry Burton, manager.
San Francisco 4—114 Sansome St. Tel.: Douglas 5560. H. Q. Hawes, vice president & manager.
Radio Accounts: New York & Hollywood —American Molasses Co.; Beverwyck Breweries Inc.; Bosco Co; Chesebrough Mfg. Co. (N); Columbia Records Inc.; Consolidated Edison Co.; Cowles Magazines Inc.; Junket Brand Foods; Lehn & Fink Products Corp.; National Biscuit Co.; Pacific Coast Borax Co. (N); Westinghouse Electric Corp. (N).
Boston—John Hancock Mutual Life Insurance Co. Chicago—Chase Candy Co.; Milk Foundation Inc.; International Harvester Co. (N); Standard Oil Co. of Indiana; Swift & Co. (N); Trans Canada Airlines.
Cleveland—Brush Development Co.; Leisy Brewing Co.; National City Bank; Ohio Bell Telephone Co.; Perfection Stove Co.; Richman Bros. Co. Standard Oil Co. of Ohio.
Detroit—Altes Brewing Co.; Briggs Mfg. Co.; Chrysler Corp.; Petzold Motor Sales.
Los Angeles—Broadway Dept. Stores; Soil-Off Mfg. Co.; Southern Calif. Gas Co.; Southern Counties Gas Co. Minneapolis—Gluek Brewing Co.; Minneapolis Gas Light Co.; Northland Milk & Ice Cream Co.; Pillsbury Mills Inc. (N); Twin City Federal Savings & Loan Assoc.
Portland—Northwestern Electric Co.; Pacific Power & Light Co.; Portland Gas & Coke Co.
San Francisco—Avoset Co.; Calif. Packing Corp.; Calif. Walnut Growers Assn.; Coldstream Products Co.; Dwight Edwards Co.; W. P. Fuller & Co.; General Brewing Corp.; Macey's; San Francisco Baseball Club Inc.; The S.O.S. Co.
Television Accounts: Leisy Brewing Co.; National Biscuit Co.; Standard Oil Co. of Ohio; Swift & Co.

L. F. McCARTHY & CO.
Provident Bank Bldg., Cincinnati 2
Tel.: Parkway 0368
Radio Dept.: Emil Bauer, timebuyer.

R. E. McCARTHY ADVERTISING AGENCY
Tampa Theatre Bldg., Tampa 2, Florida
Tel.: Main 2323
Radio Dept.: R. E. McCarthy, president.
Radio Accounts: Southern Brewing Co. (S); Foley Lumber Co. (S); Las Novedades (S).

McCARTY CO.
1206 Maple Ave., Los Angeles 15
Tel.: Prospect 7011
Radio Dept.: Alden Weis, radio director, timebuyer.
San Francisco 5—116 New Montgomery St. Tel.: Sutter 1-8224. Willard H. Wilde, manager.
Pittsburgh 19—600 Grant St. Tel.: Grant 6993. R. S. Reed Jr., manager.
Dallas 1—2217 Cedar Springs. Tel.: Riverside 6815. J. B. Taylor, manager.
Radio Accounts: Arrowhead & Puritas Waters Inc.; Seaside Oil Co.; Mission Dry Corp.

McCORMICK CO.
217 E. 7th St, Amarillo, Texas
Tel.: 5333
Radio Dept.: John R. Forkner, radio director; Alfred C. Kipp, account executive.
Radio Accounts: Amarillo Gas Co.; The Cosmopolitan, Inc.

McELROY ADVERTISING AGENCY
1489 W. Washington Blvd., Los Angeles 7
Tel.: Prospect 2047
Radio Dept.: Edward J. McElroy, owner and radio director.
Radio Account: Fitzsimmons Stores Ltd. (S).

L. E. McGIVENA CO. INC.
444 Madison Ave., New York 22
Tel.: Plaza 3-7422
Radio Dept.: Edmund Anderson, radio director.

McKEE & ALBRIGHT INC.
1400 S. Penn Square, Philadelphia 2
Tel.: Locust 7-4737
Radio Dept.: J. A. McFadden, vice president in charge of radio & television; E. R. Walmsley, timebuyer.
Radio Accounts: Philadelphia & Reading Coal & Iron Co. (R-S); Breyer Ice Cream Co. (S); Southern Dairies (S); Western Maryland Dairy (S).
Television Account: Breyer Ice Cream Co.

McLAUGHLIN ADVERTISING AGENCY
601 Ellicott Sq., Buffalo 3
Tel.: Mohawk 5703
Radio Dept.: Frederick R. McLaughlin, radio director; Gilbert A. Randorf, account executive; Eileen Ohlinger, time buyer.
Radio Accounts: Arthur Ball Inc. (S)

McNEILL & McCLEERY INC.
1655 N. Cherokee Ave., Hollywood 28
Tel.: Hudson 2-2337
Radio Dept.: James McCleery, vice president & timebuyer.

PHILIP J. MEANY CO.
816 West 5th St., Los Angeles 13
Tel.: Michigan 3601
Radio Dept.: Ray Clinton, media director.

MENEOUGH, MARTIN & SEYMOUR INC.
707 Locust St., Des Moines 9
Tel.: 3-1221
Radio Dept.: Cy Newman, radio and television director.
Radio Accounts: Anderson Erickson; Capital City State Bank; Bi-States Dist. Co.; Hennighs, Inc.; Home Federal Savings; Iowa Bankers Assn.; Food Vitamins; Leachman Lumber; Queal Lumber; Des Moines Saving and Loan League; Woodside Lumber; Powers Bakery; Tone's Coffee; Winston Newell; Super Valu Stores; Supreme Baking Co.; Service Optical; Triplett Toys; One Minute Washer, all spot radio.

ARTHUR MEYERHOFF & CO.
410 N. Michigan Ave., Chicago 11
Tel.: DElaware 7-7860
Radio Dept.: Carol Perel, timebuyer.
Milwaukee 2—759 N. Milwaukee St., Tel.: Marquette 3144, George Grabin, manager.

C. L. MILLER CO., INC.
521 Fifth Ave., New York 17
Tel.: Murray Hill 2-1010
Radio Dept.: G. V. Carhart, radio director; Rita Driscoll, spot radio timebuyer.
Chicago 1—333 N. Michigan Ave., Tel.: Central 6-1640.

J. W. MILLER CO.
97 Crown St., New Haven 10, Conn.
Tel.: 7-4203
Radio Dept.: M. A. Parker, radio director; James W. Miller, John T. Wilson, Walter Harrington, account executives.

W. H. MILLHAEM & CO.
Fleming Bldg., Des Moines 9
Tel.: 4-4203
Radio Dept.: J. A. McCulla, radio director.

RAY MILLS ADVERTISING AGENCY
108 Court St., Auburn, Me.
Tel.: 3-0571
Radio Dept.: Ray Mills, radio director.

MILNE-HEFFERNAN INC.
New World Life Bldg., Seattle 4, Wash.
Tel.: Main 2136
Radio Dept: Robert S. Gentry, radio director.

DAN B. MINER CO., INC.
756 S. Spring St., Los Angeles 14
Tel.: Trinity 9711
Radio Dept.: Hildred Sanders, radio and television director; Terri Brady, timebuyer; Isabel Moses, J. C. Morse, account executive.
Radio Accounts: Interstate Bakeries (N-S); Coast Federal Savings (S); American Beauty Macaroni (S); Hoffman Radio Corp. (S); Luer Packing Co. (N-S); Los Angeles Transit Lines (S); Dixie Preserves (S); Foreman & Clark (S).

MITCHELL-FAUST ADVERTISING CO.
230 N. Michigan Ave., Chicago 1
Tel.: State 2-6610
Radio Dept.: Holman Faust, vice president & radio director.; Mary Poloson, timebuyer; L. L. Weld, R. A. L. Herwig, Holman Faust, D. R. Collins, account executives.
Radio Accounts: Oscar Mayer & Co.; Moorman Mfg. Co.; Pay-U Labs; Rap-In-Wax Co.; Feature Radio Inc., all spot.

MITCHELL & KNEPPER
Daniel Baldwin Bldg., Erie, Pa.
Tel.: 22-912
Radio Dept.: Betty Brookhouser, timebuyer.
Radio Account: Wayne Brewing Co.; M. V. Irvin; Sanitary Farms Dairy; Erie Taxicab Co.; Protane Corp.

MITCHELL & MITCHELL INC.
1645 Hennepin Ave., Minneapolis 3
Tel.: Main 5387
Radio Dept.: J. K. Engstrom, timebuyer.

MITHOFF ADVERTISING
301 San Francisco St., El Paso
Tel.: 3-4041
Radio Dept.: Warren T. Mithoff, account executive.
Radio Account: Acme Laundry & Cleaners (S); El Paso Electric Co. (S); Globe Mills Inc. (S); Purity Baking Co. (S); Valley Produce & Egg Co. (S).

MOGGE-PRIVETT INC.
609 S. Grand Ave., Los Angeles 14
Tel.: Madison 6-4487
Radio Dept.: John A. Privett Jr., media director and co-owner; Norton W. Mogge, co-owner; Charles Kuderna, art director; Joseph Fernandez, production mgr.
Radio Accounts: Jerseymaid Milk Products Co. (S); Ben-Hur Products Inc. (S); Holmes Tuttle Co. (S); Champion Motor Exchange; California Lima Bean Owners Assn.

MOGUL, EMIL COMPANY, INC.
250 West 57th Street, New York 19
Tel.: Columbus 5-2482
Radio Dept.: Emil Mogul, president, radio and television director; Helen Monroe, time & space buyer; Myron Mahler, copy chief; Charles L. Rothschild, executive vice president.
Radio Accounts: Barney's Clothes; Berolio Import Co.; Canadian Fur Corp.; Adler Shoes; Gem Oil Corp; Napa Valley Grape Prod.; National Shoes; Ronzoni Macaroni Co.; Santarpia Wine & Liquor Store; Stuarts Clothes, Inc.
Television Account: Barney's Clothes; Stuarts Clothes.

IN A NUTSHELL MEMO FOR TIME BUYERS

SUBJECT: THE SAN BERNARDINO MARKET

MARKET DATA: Population San Bernardino and
Riverside counties 420,700
Effective buying income $436,173,000
Retail Sales (1947) $389,113,000
NET Farm Income ....San Bernardino is the 11th county in the U.S.
..........Riverside County ranks 20th in the United States.

San Bernardino is the 3rd Market in Rich Southern California.

KCSB DATA: KCSB is the News, Music, Sports station for this rich market

KCSB programs *more* News, *More* popular music, & *more* sports than any other Valley station.
KCSB utilizes *more* promotion media than any other San Bernardino Valley station.
KCSB delivers *more listeners per dollar spent.*

That's the story. For the details see your Forjoe & Co. representative.

KCSB
SAN 1350 BERNARDINO

MONROE GREENTHAL CO. INC.
445 Park Ave., New York 22
Tel.: Plaza 9-8640
Radio Dept.: Thaddeus Suski, radio director.
Universal City, Calif.—Tel.: Stanley 7-1211, Clark Ramsay, manager.

RICHARD G. MONTGOMERY & ASSOCIATES
American Bank Bldg., Portland 5, Ore.
Tel.: Beacon 3109

RAYMOND R. MORGAN CO.
6233 Hollywood Blvd., Hollywood 28
Tel.: Hempstead 4194
Radio Dept.: Robert C. Temple, James Morgan, Sam Pierce, Cyril Armbrister, Raymond R. Morgan, Mary Ellen Ryan.
San Francisco 11—260 California St. Tel.: Douglas 2-6073. Porter F. Anderson.
Chicago—(Goodkind, Joice & Morgan), Palmolive Bldg. Tel.: Superior 6747.
Radio Accounts: White King Soap Co. (N-S); J. A. Folger & Co. (N-S); Pacific Cracker Co. (S); Planters Nut & Chocolate Co. (N-S).

MORRISON ADVERTISING ASSOCIATES
119 S. Fourth St., Springfield, Ill.
Tel.: 3-6177
Radio Dept.: M. Gardner, timebuyer.

MORSE INTERNATIONAL, INC.
122 E. 42nd St., New York 17
Tel.: Oregon 9-4600
Radio Dept.: C. C. Slaybaugh, manager, radio & television dept.
Radio Account: Vick Chemical Co (S).

MOSS ASSOCIATES
415 Lexington Ave., New York 17
Tel.: Murray Hill 7-7337
Radio Dept.: Ely A. Landon, radio and television director, account executive; Joseph Moss, Betty Math, account executives.

C. WENDEL MUENCH & CO.
520 N. Michigan Ave., Chicago 11
Tel.: Whitehall 4-7717
Radio Dept.: Victor Fabian, timebuyer; Robert Gingrich, radio director; Glenn Martin, television director; C. T. Kerrigan, M. O. Yocum, account executives; C. W. Muench, president.

MUIR AND CO. INC.
9 Rockefeller Plaza, New York 20
Tel.: Circle 7-6641
Radio Dept.: Charles W. Earle, vice-president and radio director.

STANLEY MUSSELMAN INC.
247 Park Avenue, New York 17
Tel.: Plaza 5-1161
Radio Dept.: Pauline Quigg, timebuyer.
Radio Accounts: Wm. Freihofer Baking Co. (S); New England Bakery (S).

IRVING MYERSON AGENCY
330 S. Wells St., Chicago 6
Tel.: HArrison 7-6828
Radio Dept.: Irving P. Myerson.
Radio Account: Wine Corp. of America.

N

NACHMAN-RHODES INC.
Marion Bldg., Augusta, Ga.
Tel.: 2-8301
Radio Dept.: Herbert Nachman, timebuyer. N. W. Brandon, radio director.

WM. R. NASH & ASSOCIATES, INC.
Park Bldg., Cleveland 14
Tel.: Superior 2235
Radio Dept.: William R. Nash, account executive; Priscilla E. Conover, copy chief.
Radio Accounts: Marsyall Drug Co. (S); Kenny King Restaurants (S); Chester's Open Kitchen (S).

WESLEY K. NASH CO.
1218 Olive St., St. Louis 3
Tel.: Chestnut 4155
Radio Dept.: R. L. White, radio director & account executive.

NATIONAL ADVERTISING SYNDICATE
Crosby Bldg., Buffalo, N. Y.
Tel.: Washington 0826
Radio Dept.: A. H. Longbotham, managing director; R. E. Moore, account executive.
Radio Account: Wm. Simon Brewery; Buffalo Trotting Assn. (S).

NATIONAL EXPORT ADVERTISING SERVICE
405 Lexington Ave., New York 17
Tel.: Murray Hill 9-6835
Radio Dept.: James G. Zea, radio director; Lenore Sanders, timebuyer; Paul R. Kruming, Thomas W. Hughes, Joseph Madden, Philip Gurvich, John Sweeny, account executives.
Radio Accounts: Borden Co.; Carter Products; Electric Autolite; Esterbrook Pen; H. J. Heinz Co.; Lambert Co.; Lever Bros.; Richard Hudnut; Quaker Oats Co.; Ruppert Brewery; William R. Warner.
Offices in Hawaii, Puerto Rico, Colombia, Cuba, Philippine Islands, Mexico and other countries.

NEALE ADVERTISING ASSOCIATES
448 S. Hill Street, Los Angeles
Tel.: Michigan 2149
Radio Dept.: E. G. Neale Jr., timebuyer.

NEEDHAM & GROHMANN INC.
630 Fifth Ave., New York 20
Tel.: Circle 5-6200
Radio Dept.: Donald H. Parker, vice-president, radio director; Roger Hutchinson, spacebuyer.
Radio Accounts: Howey (S); Palm Beach Biltmore (S).

NEEDHAM, LOUIS & BRORBY
135 S. LaSalle St., Chicago 3
Tel.: State 5151
Radio Dept.: A. Wallace, radio director; Chris Ford, producer; F. G. Van Etten, network timebuyer; Jane McKendry, spot timebuyer.
Hollywood 28—1680 N. Vine St. Tel.: Granite 7186. Frank Pittman, Frances Van Hartesveldt.
Radio Accounts: Kraft Cheese Co.; S. C. Johnson & Sons; Swift & Co. (Sunbrite, Ice Cream); Weiboldt Stores, Inc.; Derby Foods, Inc.; Eagle-Picher Sales Co. (S); Pepsodent Div., Lever Bros.; Phenix Pabst-ett.

NEFF-ROGOW INC.
30 Rockefeller Plaza, New York 20
Tel.: Circle 7-4230
Radio Dept.: William Rogow, president, account executive; Stewart Pierce Brown, account executive.
Radio Accounts: Bond Stores Inc.; Melville Shoe Corp.; Joseph Martinson & Co., all spot.

NELMS & FULLINGTON INC., ADVERTISING
312 1/2 W. Walnut, Springfield, Mo.
Tel.: 3-4050
Radio Dept.: M. W. Fullington, Ralph A. Nelms, account executives; Naomi Philbeck, radio director.
Radio Accounts: General Council, Assemblies of God; Hunter and Hunter Health Clinic; Rev. Floyd Hitchcock (S); Old Nick Seed (S); Pioneer Mfg. Co. (S); Wilke Laboratories (S); Ozark Motor & Supply.

NEW ERA ADVERTISING
16 St. Paul St., Baltimore 2
Tel.: Lexington 1024
Radio Dept.: Betty Van Weeldin, radio director; Albert Tralins, Edward N. Klauber, account executives.

NEWBY & PERON
59 E. Van Buren, Chicago 5
Tel.: Harrison 7-9494
Radio Dept.: A. H. Peron, radio director; A. W. Newby, E. J. Lewinski, F. F. Drucker, account executives; Nancy Clifford, timebuyer.
Radio Accounts: Prima Bismarck Brewery Co.; Prudence Life Insurance Co.; Reber Preserving Co.; Hopkinson Corp.

NEWELL-EMMETT CO.
40 E. 34th St., New York 16
Tel.: Murray Hill 3-4900
Radio Dept.: Blayne Butcher, radio program director; N. F. McEvoy, media director; George Foley Jr., television program director; Thomas J. Lynch, Eugene C. Litt, radio & television timebuyers.
Hollywood 28—8420 Sunset Blvd.: Tel.: Granite 6131. Martin Barrett.
Cleveland 13—1305 Terminal Towers. Robert Williams.
Radio Accounts: Liggett & Myers Tobacco Co. (N); Kirkman Co. (N); Beechnut Food Products (N-S); Sherwin Williams (S); Economic Laboratories (S); Electric Auto-Lite (N); Northwest Airlines, Inc. (S); Sunshine Biscuits, Inc. (S).
Television Accounts: Liggett & Myers Tob. Co. (N-S); Merrill Lynch, Pierce, Fenner & Beane (N); Sherwin Williams Co. (N-S); Holmes & Edwards (Div. Intl. Silver) (N); Sunshine Biscuits Inc. (N); Sylvania Electric Co. (N); E. R. Squibb & Son (N).

N. J. NEWMAN ADVERTISING AGENCY
815 S. Hill St., Los Angeles 14
Tel.: Trinity 7664
Radio Dept.: N. J. Newman.

NEWMAN, LYNDE & ASSOCIATES INC.
400 Fla. Natl. Bank Bldg., Jacksonville 2
Tel.: 3-1253
Radio Dept.: M. T. Newman, president; Hunter Lynde, executive vice-president, timebuyer; Gordon Stewart, vice-president.
Radio Accounts: Foremost Farms Inc. (S); Jax Brewing Co. (S).

(Continued)

BROADCAST · TELEVISION · RECORDING ENGINEERS
INTERNATIONAL BROTHERHOOD OF ELECTRICAL WORKERS
LOCAL UNION 45
6000 SUNSET BOULEVARD
HOLLYWOOD 28, CALIFORNIA HOLLYWOOD 5365

December 31, 1948

TO ALL RADIO ADVERTISERS:

Whatever changes radio advertising may experience in 1949, complete facilities are available to meet your needs in the greatest market area in the west.

KHJ – KTSL(TV) – THE DON LEE BROADCASTING SYSTEM
KNX – KNX-FM – THE COLUMBIA BROADCASTING SYSTEM
KLAC – KLAC-TV

KMPC – HOLLYWOOD
KGER – LONG BEACH
KFOX – LONG BEACH
KIEV – GLENDALE
KMGM – LOS ANGELES
KFWB – HOLLYWOOD
KFAC – LOS ANGELES
KRKD – LOS ANGELES
KGFJ – LOS ANGELES
KAGH – PASADENA
KXLA – PASADENA
KFVD – LOS ANGELES
KWKW – PASADENA
KWIK – BURBANK
KGIL – SAN FERNANDO

6000 SUNSET RADIO – TELEVISION CENTER
INTERNATIONAL ARTISTS RECORDERS
UNIVERSAL RECORDERS

Sincerely,

ROY TINDALL, Business Manager
Local Union 45 I.B.E.W.

DAY AFTER DAY
THE SAME STORY
MEANS MORE SALES

GROWING WITH THE
OAKLAND • SAN FRANCISCO BAY AREA

960
on your
DIAL

KROW

SINCE 1925

NEWS — SPORTS
MUSIC — IDEAS
KROW-OAKLAND
Phone: TWinoakes 3-9600

ADVERTISING AGENCIES HANDLING RADIO AND TV ACCOUNTS
(Continued)

NEWMARKS ADVERTISING AGENCY
217 Seventh Ave., New York 11
Tel.: Watkins 9-5400
Radio Dept.: Samuel S. Zipser, television director; Joseph Bell, radio director.
Radio Accounts: Cambridge School (S); Winston Restaurants (S); Penn-Brush Studios (S).
Television Accounts: Castro Furniture Co.; Lane Realty; Peerless Camera Stores.

NOLAN & TWICHELL ADVERTISING AGENCY, INC.
55 State St., Albany 7, N. Y.
Tel.: Albany 3-5284
Radio Dept.: Rosemary Clarke, timebuyer.

KELSO NORMAN ADVERTISING
215 Kearney, Norman Bldg., San Francisco 8
Tel.: Douglas 2-3942
Radio Dept.: S. M. Watson, general manager.

NORTHWEST RADIO ADVERTISING CO.
American Bldg., Seattle 4
Tel.: Elliott 5488

NORTON ADV. SERVICE
615 Orchard Pkwy, Niagara Falls, N. Y.
Tel.: 2-3508
Radio Dept.: M. L. Norton.

EARL C. NOYES ADV. AGENCY
129 State St., Rutland, Vt.
Tel.: 56
Radio Dept.: Al Taylor, radio director; Laura Vay, timebuyer; F. H. Webster, Gladyce Miller, R. L. Scott, account executives.
Washington 9, D. C.—Washington Bldg. Tel.: Sterling 2440.

O

OAKLEIGH R. FRENCH & ASSOCIATES
4235 Lindell Blvd., St. Louis 8
Tel.: Newstead 0037
Radio Dept.: A. Maescher Jr., radio director, timebuyer.
Radio Accounts: Mercantile Bank (S); Phelan-Faust Paint Mfg. Co. (S); St. Louis Federal Saving & Loan Assn. (S); Dixie Mills Co. (S); Luber-Tone Inc.; Seven-Up Co.; Vass Beverage Co.; H.P. Coffee Co.; Medart Auto Electric; Lelitio Sea Food Co.; Jefferson Hotel; Whitelaw T. Terry.

R. T. O'CONNELL CO.
420 Madison Ave., New York 17
Tel.: Plaza 3-5412
Radio Dept.: Charlotte B. Chadwick, head of radio dept.; William Cammerer, television director.
Radio Accounts: Sapolin Paint Co. (S); Nat'l. Hair Dressers' Assn. (S); Woolsey Paint & Color Co. (S); Nestle Le Mur Co. (S).

O'CONNELL-RAGAN COMPANY
10th & A Sts., Tacoma, Wash.
Tel.: Broadway 8309
Radio Dept.: H. M. O'Connell, account executive; Beverly Balster, radio director and timebuyer.
Radio Accounts: Carstens Packing (S); Model Bakery (S); Washington Gas & Electric (S); Woods Coffee (S); Buckley King Co. (S).

JOHNSON O'DAE ADV.
520 West 7th St., Los Angeles 14
Tel.: Vandike 1421
Radio Dept.: Irene Covitz, media director.

OHIO ADVERTISING AGENCY, INC.
1010 Euclid Ave., Cleveland 15
Tel.: Prospect 7177
Radio Dept.: Melvin Tannenbaum, radio and television director; Ruben Polen, timebuyer.

O'LEARY ADVERTISING AGENCY
115 Chauncy St., Boston 11
Tel.: Liberty 2408
Radio Dept.: Virginia M. Connolly, radio director.

DAVID OLEN ADV.
403 West 8th St., Los Angeles 14
Tel.: Trinity 6144
Radio Dept.: David Olen, radio director.

OLIAN ADVERTISING CO.
Ambassador Bldg., St. Louis 1
Tel.: Central 8380
Radio Dept.: Margaret Hart Nelson, radio director; Peggy Burleigh, timebuyer.
Chicago 1—35 E. Wacker Dr.
New York 18—1440 Broadway. Tel.: Chickering 4-8712.
Radio Accounts: Milton Oil Co.; General Grocer Co.; Vestal Chemical Co.; Onondagh Cave; Beich Candy Co.

OLMSTEAD & FOLEY
1200 Second Ave., Minneapolis 4
Tel.: Atlantic 8166
Radio Dept.: James D. McTighe, radio director, timebuyer; Ward H. Olmstead, John T. Foley, Clarence Russell, John K. Mortland, account executives.
Radio Accounts: King Midas Flour (S); Northrup, King & Co. (S); Marshall-Wells (S); Rochester Co-Op Dairy (S); Regan Bros. Bakery (S); First National Bank (N-S); Ballard & Skellet (S); Apple River Mills (S).

O'MALLEY ADVERTISING & SELLING CO., INC.
44 School St., Boston 8
Tel.: Capitol 0060
Radio Dept.: M. C. O'Malley, radio director and timebuyer.

O'NEIL, LARSON & McMAHON
230 N. Michigan Ave., Chicago 1
Tel.: ANdover 3-4470
Radio Dept.: Walter Zivi, George T. O'Leary, Norman Larson, Edward Rose, Frank Stein, Nelson J. McMahon.

THE E. A. OPPENHEIM COMPANY
220 Bagley Avenue, Detroit 26
Tel.: Cadillac 6765
Radio Dept.: E. A. Oppenheim, R. Briggs, I. Lee.

ORMSBEE, MOORE & GILBERT
7 River St., Milford, Conn.
Tel.: 41691-2
Radio Dept.: L. B. Wells, radio director.

ROBERT W. ORR & ASSOCIATES INC.
4 W. 58th St., New York 19
Tel.: Plaza 9-8050
Radio Dept.: John G. Hoagland, radio director; Annabelle Andersen, timebuyer.
Los Angeles 46—8611 Sunset Blvd. Richard Diggs, manager.
Offices in London, Paris.
Radio Accounts: Selznick Releasing Organization (S); Andrew Jergens Co. (Jergens & Woodbury Products) (N-S).

OWEN & CHAPPELL INC.
595 Madison Ave., New York 22
Tel.: Plaza 8-2400
Radio Dept.: David Hale Halpern, radio director; Marc Seixas, media director; Don Scandlin, timebuyer.
Radio Account: National Brewing Co.; A. F. of L.; Browne-Vintners Co. Inc., N. Y.

M. M. OWEN INC.
122 E. 42nd St., New York 17
Tel.: Murray Hill 6-1590
Radio Dept.: M. M. McClay, media director.

MERRITT OWENS ADV. AGENCY INC.
Bennett Bldg., Kansas City 10, Kan.
Tel.: Drexel 7250

P

PACIFIC ADVERTISING STAFF
1624 Franklin St., Oakland 12
Tel.: Templebar 2-2885
Radio Dept.: Helen A. Kennedy, director.

PACIFIC NATIONAL ADVERTISING AGENCY
605 Union St., Seattle 1
Tel.: Eliot 1401
Radio Dept.: Trevor Evans, radio director; G. M. Nyman, timebuyer.
Portland 4, Ore.—Cascade Bldg. Tel.: Capitol 1021.
Radio Accounts: Fisher Flouring Mills Co. (N-S); Washington Co-op. Farmers Assn. (N-S); Seattle-First Nat'l. Bank (S); Washington State Fruit Commission (S); Federal Old Line Insurance Co. (S); Wm. McKay (Ford Dealer) (S); Alaska Airlines (S); Cowman & Campbell (S).

PACKARD & PACKARD ADVERTISING
1250 Wilshire Blvd., Los Angeles 14
Tel.: Trinity 8557

PAIRO ADVERTISING AGENCY
223 Peachtree St., Atlanta 3
Tel.: Main 6935
Radio Dept.: V. A. Pairo, W. L. Dix.
Radio Account: Lee Baking Co.

PARIS & PEART
370 Lexington Ave., New York 17
Tel.: Murray Hill 9-2424
Radio Dept.: M. C. Thomas, media director and timebuyer; W. F. James, Remus Harris, George Cleland, Paul Laidley, A. A. Kohler, account executives.
Radio Accounts: Atlantic & Pacific Tea Co. (S); R. & H. Beer; Atlantic Commission Co. (S); South Carolina Peach Growers Assn. (S); Boston Woven Hose & Rubber Co. (N).

PARKER-ALLSTON ASSOCIATES
116 John St., New York 7
Tel.: Rector 2-6514
Radio Dept.: Raymond D. Parker, president.

AMOS PARRISH & CO.
500 Fifth Ave., New York 18
Tel.: Longacre 4-5600
Radio Dept.: David T. Levine, radio director, timebuyer.

PATCH & CURTIS ADVERTISING AGENCY
730 E. 3rd St., Long Beach 12
Tel.: 612-59
Radio Dept.: Gene Curtis, radio director; L. A. Patch, Nancy Purvine, Thomas M. Brown, account executives.

PAUL & BAUM ADVERTISING
448 S. Hill, Los Angeles
Tel.: Michigan 7844
Radio Dept.: C. L. Baum & A. L. Paul.

HANCOCK PAYNE ADVERTISING ORGANIZATION
Public Ledger Bldg., Philadelphia 6
Tel.: Lombard 3-2405
Radio Dept.: M. J. McManamy, radio director and timebuyer.

PEARSON ADVERTISING AGENCY
50 E. 42nd St., New York 17
Tel.: Vanderbilt 6-0029
Radio Dept.: C. H. Pearson, Hope Stewart.
Radio Accounts: Manufacturing Trust Co. (S).

PECK ADVERTISING AGENCY INC.
400 Madison Ave., New York 17
Tel.: Plaza 3-0900
Radio Dept.: Charles H. Furey, director of radio and television.
Los Angeles—8511 Sunset Blvd. Tel.: Hempstead 1337. Art Daly, manager.

PEDLAR AND RYAN INC.
250 Park Ave., New York 17
Tel.: Plaza 5-1500
Radio Dept.: E. G. Sisson Jr., vice-president in charge of radio; Wilfred S. Roberts, asst. dir. of radio and television; G. Douglas Morris, vice-president and account executive (P & G); Elizabeth C. Shay, production supervisor; William Barrett, production supervisor; T. C. Fisher, vice-president and media director; Mary Dunlavey, timebuyer; G. Douglas Morris, V.P. and account executive.
Radio Accounts: Procter & Gamble (N); Northeast Airlines (S).

PERRY-BROWN INC.
530 Walnut St., Cincinnati 2
Tel.: Cherry 3181
Radio Dept.: Edward J. Doran, radio director.
Radio Accounts: Security Storage Co. (S); Security Rug Cleaning Co. (S); Holiday on Ice (S); Greene Line Steamers, Inc. (S); Political Campaigns.

HAROLD PETTUS ADVERTISING
Jones Bldg., Corpus Christi, Tex.
Tel.: 2-5621
Radio Dept.: Bee McClure, radio director.
Radio Accounts: Grisham Ice Cream Co. (S); C. C. Bank & Trust Co. (S); Guaranty Title & Trust Co. (S); T. M. Bell, Builder (S); Peerless Cleaners (S); Baker Motors (S).

THE PHILLIPS COMPANY
First Nat'l Bldg., San Diego 1
Tel.: Franklin 2121
Radio Dept.: Bill Mesmer, radio director; Ruth B. Hale, timebuyer; Charles C. Ramsey, Fred J. Volz and W. L. Phillips, account executives.
Radio Accounts: Arden Farms Co. (S); Davidson Furniture Co. (S); Home Federal Savings & Loan Assn. (S); The Swan Shop (S); Tufford Motor Co. (S); Dr. Raichart (S); Grable Ins. & Real Estate (S); Mexicali Brewing Co.; Stanley Andrews Sport Goods Co.; Dermstedt Electro-Mart.

A. D. PHILLIPS ADVERTISING INC.
109 N. Wabash Ave., Chicago 2
Tel.: Central 6-7529
Radio Dept.: Arthur D. Phillips, timebuyer.

PHILLIPS-REICK-FARDONN ADVERTISING
1012 Baltimore St., Kansas City 6, Mo.
Tel.: Harrison 7650

PICARD ADVERTISING CO.
250 W. 57th St., New York 19
Tel.: Columbus 5-4121
Radio Dept.: John North, account executive.
Radio Account: J. J. Warren (S).

CASPER PINSKER
150 Nassau St., New York 7
Tel.: Beekman 3-8680
Radio Dept.: Malcolm Smith, radio director, timebuyer.
Radio Accounts: Associated Nutrition Products Inc.; Roley Sales; Smith Bulb: Cadillac Publishing Co. (S).

PITLUK ADVERTISING COMPANY
Alamo Nat'l Bldg., San Antonio
Tel.: Garfield 7268
Radio Dept.: Rena Lynn, timebuyer; Tom Holbrook, radio director and account executive.
Radio Accounts: Handy Andy (S); Mrs. Ragsdale's Foods Co. (S); Alamo Nat'l Bank (S); Fehr Baking Co. (S); Henke & Pillot (S); Pioneer Flour Mills (S); San Antonio Drug Co. (S); Crowley Feeds Co. (S); Highland Dairies (S); Apache Packing Co. (S).

PLATT-FORBES INC.
386 Fourth Ave., New York 16
Tel.: Murray Hill 6-3440
Radio Dept.: Sherman E. Rogers, radio and television director.
Hartford 5—3 Van Dyke Ave. Tel.: 7-0758. G. Frank Sweet, vice-president & manager.
Radio Accounts: Squirrel Brand Co. (S); Peter Paul Inc. (S); Oxo Ltd. (S).

PLAZA ADVERTISING AGENCY INC.
9 Rockefeller Plaza, New York 20
Tel.: Circle 6-6550
Radio Dept.: John T. O'Flaherty, president; Nancy M. Viaroli, secretary, treasurer and timebuyer.

JULIAN G. POLLOCK CO.
1717 Sansome St., Philadelphia 3
Tel.: Locust 7-1686
Radio Dept.: Julian G. Pollock, owner, account executive.

POLLYEA ADVERTISING
670 Cherry St., Terre Haute, Ind.
Tel.: Crawford 6707
Radio Dept.: Carl W. Geiger, timebuyer; C. Marie Perching, copy chief; Miriam H. Black, continuity dept.

PONDROM & COLLINS
912 Commerce St., Dallas 2
Tel.: Riverside 6381
Radio Dept.: Sam Pondrom, partner, timebuyer.

WESLEY H. PORTER
116 N. Larchmont, Los Angeles 4
Tel.: Hempstead 1590
Radio Dept.: Wesley H. Porter

POSNER-ZABIN
222 Fifth Ave., New York 1
Tel.: Murray Hill 9-2672
Radio Dept.: James B. Zabin in charge of radio and television.
Radio Accounts: Bilt Rite Baby Carriage Co. (S); Ninth Federal Savings & Loan Assn. (S).

POST-JOHNSON & LIVINGSTON INC.
108 Gillette St., Hartford 3
Tel.: Hartford 2-1717
Radio Dept.: Jack Livingston, president and radio director.

STUART POTTER INC.
20 N. Wacker Drive, Chicago 6
Tel.: Franklin 2-1397
Radio Dept.: Shelby Gordon, account executive, radio director; Stuart Potter, account executive; Leone Lemberg, media director.
Omaha 2—Service Life Bldg. Tel.: Atlantic 5534.
Radio Accounts: Roberts Dairy Co. (S); Sanitary Farm Dairies; Spectator Sportswear Co. (S); Hoof Governor Co. (S).

POTTS-TURNBULL CO.
912 Baltimore Ave., Kansas City 6
Tel.: Victor 9400
Radio Dept.: N. P. Rowe, radio director.

R. J. POTTS-CALKINS & HOLDEN
215 W. Pershing Road, Kansas City 8, Mo.
Tel.: Victor 2530
Radio Dept.: Gene W. Dennis, radio and television director; R. J. Potts, J. B. Woodbury, E. A. Warner, C. C. Tucker, C. L. Robinson, Al Coleman, account executives.
Radio Accounts: Mid-Continent Petroleum Corp. (S); Interstate Bakeries Corp. (N-S); Forum Cafeterias of America (S); Cook Paint & Varnish Co. (S); American Beauty Macaroni Co.; Braniff International Airways (S); Ambrose Wine Company (S); Muehlebach Brewing Co. (S); Pay Way Mills Inc. (S); Peppard Seed Co. (S); Kansas City Custom Garment Co. (S); First Federal Savings & Loan (S); Emery-Bird-Thayer (S); City National Bank & Trust Co. (S); Triangle Products Corp. (S); L. F. Garlinghouse Co. (S); W. H. Bull Co. (S); Helmers Furniture Co. (S); Griffin Grocery Co.; Midland Industries (S); Parkview Drug Co. (S).

POWELL-GRANT INC.
Penobscot Bldg., Detroit 26
Tel.: Woodward 1-4321
Radio Dept.: Robert H. Powell, president; Glenn Kyker, radio-television director; Bill Gayek, George Burdick, Robert H. Powell, account executives.
Cleveland 14—Union Commerce Bldg. Tel.: Cherry 3458. F. A. VanFleet, manager.
Radio Accounts: Ken Brown; Floyd Rice; Fenster Furniture; Lee & Cady; McDonough Motors; Park Motor Sales; Louis Rose Co.; A P Parts Corp.; Arlington Motors; Cleveland-Sandusky Brewery Corp.; Greater Detroit Plymouth Dealers Assn.; Jefferson-Lincoln Mercury; Millenbach Motors; Pontiac Dealers Assn. of Greater Detroit; Kasco Mills, all spot.

JOHN O. POWERS CO.
110 William St., New York 7
Tel.: Worth 4-7361

PRATER ADVERTISING AGENCY, INC.
705 Chestnut St., St. Louis 1
Tel.: Garfield 6490
Radio Dept.: George L. Prater, account executive.
Radio Accounts: Falls City Brewing Co. (S); Merit Clothing Co. (S); Claussner Hosiery Co. (S).

PRATT & BURK
233 Fourth Ave., Pittsburgh 22
Tel.: Atlantic 4139
Radio Dept.: Ann Carnahan, radio director; Dolores McCarthy, timebuyer; G. Norman Burk, account executive.

F. W. PRELLE ADVERTISING CO.
983 Main St., Hartford 3, Conn.
Tel.: 7-3233
Radio Dept.: Eugene L. Bresson, radio and television director; B. Clark, timebuyer; F. W. Prelle, John S. Gallagher, George W. Salzer, A. Hickox, account executives.

PRESBA, FELLERS & PRESBA CO.
360 N. Michigan, Chicago 1
Tel.: Central 6-7683
Radio Dept.: Charles O. Dabney, television director; Marquis M. Smith, radio director; Ralph Cushing, timebuyer; W. B. Presba, account executive.

E. J. PRESSER & CO.
219 S. Mint St., Charlotte 1, N. C.
Tel.: 4-7754
Radio Accounts: N. C. State Republican Executive Committee.

J. G. PROCTOR CO. INC.
250 Park Ave., New York 17
Tel.: Plaza 3-5252
Radio Dept.: J. G. Proctor, president; George Proctor, account executive.
Radio Account: Freed Furs (S).

PRODUCTIVE ADVERTISING AGENCY
2024 W. 6th St., Los Angeles 5
Tel.: Dunkirk 8-2251
Radio Dept.: John T. Davies, copy and radio director.
Radio Account: Arden Farms Company.

QUALITY PARK ADVERTISING AGENCY
450 N. Syndicate St., St. Paul 4, Minn.
Tel.: Nestor 7873
Radio Dept.: J. H. Fischbein, radio director; D. J. Holstad, timebuyer.

R

RADIO ADVERTISING CORP. OF AMERICA
47 Audubon Ave., Jersey City, N. J.
Tel.: Bergen 4-2332
Radio Dept.: Michael A. Fiore, radio director; Paul Apello, production manager and account executive; B. Wilman, account executive.
Radio Accounts: China Clipper Inc.; Non-Sectarian Church Inc.; Radio Church; Evangelistic Prophetic Testimony of Phila.; Watchung Lake Inc.; Casino Beach & Pool; Freehold Raceways; Post Auto Exchange; Airport Motors; Alexander Beverages; D. Wolk & Co.; Circle Motors Sales; Tru-Joy Ice Cream; South Beach Businessmen's Assn.
Television Account: Watchung Lake Inc.

JOHN-RAIDER ASSOCIATES
39 E. 35th St., New York 16
Tel.: Lexington 2-2648
Radio Dept.: Roger Bowman, radio director; Edward Stasheff, television director.

L. W. RAMSEY CO.
230 N. Michigan Ave., Chicago 1
Tel.: Franklin 2-8155
Radio Dept.: L. H. Copeland, vice-president, account executive; Dorothy Parsons, radio director; F. L. Eason, account executive.
Davenport, Ia.—111 E. 3rd St. Tel.: 3-1889. E. G. Naeckel, president.
Radio Accounts: Michigan Mushroom Co.; Lite Soap Co.; Illinois Commercial Men's Assn.; Berghoff Brewing Corp.

RANDALL CO.
75 Pearl St., Hartford 5, Conn.
Tel.: 7-1179
Radio Dept.: Alice Hickox, radio director.

(Continued)

OVER 100 *Newspapers* IN T.V.!

35% of the stations now on the air are newspaper owned or affiliated.

33% of the FM stations now on the air are newspaper owned or affiliated.

44% of all AM stations are newspaper owned or affiliated.

The newspaper field represents a tremendous potential for the sale of: Television and Broadcasting equipment—Facsimile—Mobile Radio—Micro Wave.

The Radio and Television Networks, Station Representatives and Consulting Engineers have many worthwhile prospects among the newspaper owned and affiliated stations.

Editor & Publisher is read by the hard-to-reach newspaper owners, publishers and executives who, in 90% of the cases, give final approval to the purchase of equipment and services for their station.

EDITOR & PUBLISHER
THE FOURTH ESTATE
TIMES TOWER, TIMES SQUARE, NEW YORK 18, N.Y.

ADVERTISING AGENCIES HANDLING RADIO AND TV ACCOUNTS
(Continued)

FRED M. RANDALL CO.
Book Tower, Detroit 26
Tel.: Cadillac 4662
Radio Dept.: R. D. Hughes, radio director; Charles E. Foerster, timebuyer.

RATCLIFFE ADVERTISING AGENCY
Mercantile Bank Bldg., Dallas 1
Tel.: Central 8035
Radio Dept.: M. K. Ratcliffe, Fred Ingalls, David Rutledge, account executives.

RAY-HIRSCH & CO.
37 E. 57th St., New York 19
Tel.: Murray Hill 8-3515
Radio Dept.: Murray Hirsch, radio director.
Radio Account: Electronic Corp. of America (S).

RAYMOND ADVERTISING AGENCY
11 Commerce St., Newark 2
Tel.: Ma 2-6811
Radio Dept.: P. Rossano, radio and television director.

LARRY RAYMOND COMPANY
959 Crenshaw Blvd., Los Angeles 6
Tel.: York 8125
Radio Dept.: Larry Raymond, owner and radio director.

CHAS. DALLAS REACH CO.
46 W. 55th St., New York
Tel.: Circle 5-4176
Newark 2—58 Park Pl. Tel.: Market 3-5100. Robert Baker, media director, timebuyer.
Radio Accounts: Waterman Fountain Pen Corp. (N); Admiracion Shampoo (S); Dugan Bros.; New Jersey Bell Telephone Co. (S); Royce Chemical Co. (S); Burry Biscuit Co.; Hensler Brewing Co. (S).

READINGER CORP.
20 S. 15th St., Philadelphia 2
Tel.: Locust 4-0240
Radio Dept.: Col. Edward A. Davies, radio and television director; Ruth Berman, timebuyer.

REALSERVICE ADV. AGENCY
110 W. 34th St., New York 1
Tel.: Pennsylvania 6-4412
Radio Dept.: J. Elkins, radio director, timebuyer.

REDFIELD-JOHNSTONE, INC.
420 Madison Ave., New York 17
Tel.: Plaza 3-6120
Radio Dept.: LeGrand L. Redfield, television director: F. F. Johnstone, radio director; Mary Ripple, timebuyer; Herb Cohow, account executive.
Radio Accounts: Dr. Pierce; Omega Oil; Allenru; Poslam; Dentu-Grip; Omega Rub; Mother Winslow; Bellans Tablets; Cal-Binex; Krashe; Howard Clothes, all spot users.
Television Accounts: Howard Clothes.

REDMOND COMPANY
38 Newbury St., Boston 16
Tel.: Kenmore 4545
Radio Dept.: C. A. Dana Redmond, president and radio director.

KNOX REEVES ADVERTISING INC.
First National Bldg., Minneapolis 2
Tel.: Bridgeport 7701
Radio Dept.: Russell E. Neff, radio director; Elizabeth Reeves, script editor;
San Francisco 5—625 Market St. Tel.: Sutter 1-6744. H. H. Strobusch, V.P. and timebuyer.
Radio Accounts: General Mills Inc. (N-S); Pacific Gamble Robinson Co. (S); Midland Bank (S).

REINCKE, MEYER & FINN, INC.
520 N. Michigan Ave., Chicago 11
Tel.: Whitehall 4-7440
Radio Dept.: Frank M. Baker, radio and television director.
Radio Accounts: Blue Moon Foods Inc. (S); Chicago, Burlington & Quincy Railroad (S); Reed Candy Co. (S); Anderson Co. (S).
Television Account: Reed Candy Co.

REINGOLD CO., INC.
10 State St., Boston 9
Tel.: Capitol 7-7611
Radio Dept.: Thomas J. Bowen, timebuyer.

EMIL REINHARDT
1736 Franklin St., Oakland 12
Tel.: Templebar 2408
Radio Dept.: Joseph Connor, account executive.

MAPS
MARKET DATA

Superior Craftsmanship
Custom Service
Low Prices

Economic Studies and Maps for

BROADCASTING • PRINTERS' INK
STANDARD RATE & DATA SERVICE

Radio Clients in 41 States

Send for Brochure, Samples

WALTER P. BURN
MIDDLEBURY, VERMONT

REISS ADVERTISING
221 W. 57th St., New York 19
Tel.: Plaza 7-8030
Radio Dept.: Joseph Reiss, partner, director of radio.
Radio Account: Rand Rubber Co. (S).

WM. B. REMINGTON INC.
196 Worthington St., Springfield 3, Mass.
Tel.: 2-2135

RHOADES & DAVIS
690 Market St., San Francisco 4
Tel.: Exbrook 2-6468
Radio Dept.: David M. Greene, radio director.

FLETCHER D. RICHARDS, INC.
10 Rockefeller Plaza, New York 20
Tel.: Circle 7-6383
Radio Dept.: Kenneth Young, director of radio and television; G. E. Pamental, timebuyer; Tom Hicks Jr., television program director.
Chicago—75 E. Wacker Dr. Tel.: Financial 3585.
Radio Accounts: United States Rubber Co. (N); Eastern Air Lines (S); Durham Enders Razor Corp. (S); Rockwood & Co. (S).
Television Account: U. S. Rubber.

IRWIN S. RICHLAND CO.
59 West 46th St., New York
Tel.: Luxemburg 2-0270
Radio Dept.: Irwin S. Richland.

M. EVANS RICHMOND ADV. AGENCY
1411 Walnut St., Philadelphia 2
Tel.: Locust 7-3479
Radio Dept.: M. Evans Richmond, director.
Boston 16—230 Boyiston St. Tel.: Columbia 6-4491. Robert S. Richmond.

R. C. RIEBEL ADVERTISING AGENCY
151 S. 5th St., Louisville 2.
Tel.: Wabash 6039
Radio Dept.: Sally V. Woleken, radio-television director.
Radio Accounts: Burdofs Furniture Co.; Bank of Louisville; Monarch Auto Co.; Howell Furniture Co.; Liberty National Bank; Cooke Pontiac; Cooke Chevrolet; Broadway Chevrolet; Hurry-Up-Broadway; Yellow Cab Co.; Commonwealth Life Ins. Co.; Paramount Foods; High Rock Beverage Co.

LEE RINGER ADVERTISING
3923 W. 6th St., Los Angeles 5
Tel.: Drexel 8131
Radio Dept.: Lee Ringer, radio and television director; Shirley Etkin, timebuyer.

JOHN H. RIORDAN CO.
605 Lucas Ave., Los Angeles 14
Tel.: Madison 6-2291
Radio Dept.: John H. Riordan, owner, radio director and account executive; B. P. Lowry, account executive and copy chief.
Radio Accounts: California Flyers Inc.; Omega Shoe Polish Co.; Doyle Packing Co.

ARTHUR G. RIPPEY & CO.
First National Bank Bldg., Denver 2
Tel.: Tabor 0221
Radio Dept.: Arthur G. Rippey, C. G. Henderson.

PHILIP RITTER CO. INC.
511 Fifth Ave., New York 17
Tel.: Murray Hill 7-6574
Radio Dept.: Phillip Ritter III.

RITTS ADVERTISING AGENCY
123 E. 6th St., Cincinnati 2
Tel.: Dunbar 0532
Radio Dept.: Charles Rittenhouse, radio director and timebuyer.
Radio Accounts: Schoenling Brewing Co. (R); Glacier Springs Bottling Co. (S); Delta Chemical Co.

DAN RIVKIN AGENCY
1418 Walnut St., Philadelphia 2
Tel.: Pennypacker 5-5766
Radio Dept.: Dan Rivkin.
Radio Accounts: Ismak Rug Mills (S); Joe Krass & Sons Clothing (S); Moskin Clothes (S); Richard's Clothes (S); Royal Shoe Markets (S); Spiro's Apparel (S); John Kohler Clothes (S); Berg Bros. Clothes (S); Shapiro's Shoes (S); Shubin Furniture (S).

ROBERTS & REIMERS INC.
551 Fifth Ave., New York 17
Tel.: Murray Hill 2-3175
Radio Dept.: Robert Power Reimers, president; Leon Kelley, vice-president; John Kerevin Lucken, timebuyer.

ROBERTSON ADVERTISING
U.S.N. Bank Bldg., Denver
Tel.: Keystone 6269
Radio Dept.: Mary A. Robertson, timebuyer.

ELWOOD J. ROBINSON ADV. AGENCY
541 South Spring St., Los Angeles 13
Tel.: Mutual 6239
Radio Dept.: Elwood J. Robinson, Melvin A. Jensen, B. E. Howard, James W. Raymond, account executives; Robert C. Neuman, timebuyer.
Radio Accounts: Loma Linda Food Co. (S); Wilco Co. (S); Western Federal Savings & Loan Assoc. (S); Pioneer Savings & Loan Institute (S); California Fig Institute (S); Home Bldg. & Loan (S); Metropolitan Federal (S).

ROCHE, WILLIAMS & CLEARY INC.
135 S. LaSalle St., Chicago
Tel.: Randolph 6-9760
Radio Dept.: Phil Stewart, radio director; N. J. Kavanagh, timebuyer; James M. Cleary, Stewart Weston, J. V. Gilmore, J. P. Rocke, Abner Rubien (N.Y.), Lloyd Maxwell, account executives.
New York 17—400 Madison Ave. Tel.: Plaza 3-7444. R. A. Porter, vice-president; Harold Kemp, radio director; Abner Rubien, account executive.
Philadelphia 2—225 S. 15th St. Tel.: Pennypacker 2766. Guy C. Pierce, vice-dent; Miner F. Williamson, secretary.
Radio Accounts: Tum's; Studebaker Corp.; Chimney-Sweep; Milwaukee Railroad; Revere Camera; Stewart & Ashby Coffee Co.; Sun Oil Co.

ROCKLIN IRVING & ASSOCIATES
155 N. Clark St., Chicago 1
Tel.: Randolph 6-2324
Radio Dept.: Irving Rocklin, radio and television director; D. C. Cohen, account executive; L. H. Goldman, production.
Radio Accounts: Balaban Floor Covering (S); Furriers Inc. (S); LeNard Industries (S); Libby Furniture Co. (S); Pollack & Neelson (S); Safeway Auto Repair: Town House, Union Life Ins. Co. (S); Walton Motors; Ace Window Screen Co.; Atlas Piano Co.; Ball Point Pen Co. (S); Clark Industries (S); Credit Loan Co. (S); Drake, Inc.; Dreden Sales Co. (S); Electric Center Inc.; Fisherman's Club (S); Martin Fur Co.; Hensen Motor Sales; Howard and Co.; International Events (S); Interstate Dist. Co.; Martin Jewelers (S); Northtown Check Cashing Serv. (S); Maynard Inc. (S); Linoleum City (S).

ROCKMORE COMPANY
37 West 57th St., New York 19
Tel.: Plaza 8-2506

RODGERS & BROWN
275 Seventh Ave., New York
Tel.: Algonquin 5-3620
Radio Dept.: Ira Alan Goff, radio and television director; Lloyd S. Howard, account executive; Ann Seltzer, timebuyer.
Radio Accounts: Storm Guard Inc.; Miller Venetian Blind Inc.; Home Diathermy Inc.; Remington Radio Corp.; Morris Kaplan & Sons, all spot users.

ROGERS & SMITH ADVERTISING AGENCY
20 N. Wacker Dr., Chicago 6
Tel.: Dearborn 2-0020
Dallas 1—Irwin-Keasler Bldg. Tel.: Riverside 6044. Marie Callahan, radio director.
Kansas City 6—Dwight Bldg., Victor 1949. James W. Coy, radio director.

ROIZEN ADVERTISING AGENCY INC.
291 Delaware Ave., Buffalo 2
Tel.: Cleveland 5975
Radio Dept.: Marcus Roizen, timebuyer, television director; David I. Levy, timebuyer, radio director, account executive.
Radio Accounts: Sattlers; 20th Century Theater; Dick Fischer Hodge, Inc.; Buffalo Housewrecking Co.; Heintz & Weber; Music House, all spot.
Television Accounts: Sattlers; Bickford Bros. Co.

ROOT-MANDABACH ADV. AGENCY
646 N. Michigan Ave., Chicago 11
Tel.: Superior 7-8247
Radio Dept.: P. B. Root.

CHARLES EDSON ROSE CO.
100 E. Chicago Ave., Chicago 11
Tel.: Superior 7-3486
Radio Dept.: William Perry, radio director and timebuyer.
Radio Account: Lombardo Wine Co. (S).

ROSE-MARTIN INC.
21 W. 46th St., New York 19
Tel.: Luxemburg 2-3550
Radio Dept.: G. M. Rundbaken, timebuyer.
Radio Account: Public National Bank & Trust Co. (S).

IRVING ROSEN ADVERTISING
160 Fifth Ave., New York 10
Tel.: Chelsea 2-7930
Radio Dept.: Irving Rosen, radio director; E. Rose, production; Harry Price.

S ADVERTISING AGENCY
Lindell Blvd., St. Louis 8
: Lucas 1322
io Dept.: Clark F. Ross, radio and television director; William P. Budke, production manager; James W. Drewes, continuity; Ray Weidergold Jr., television art.
Angeles 26—1282 West Second St. Tel.: Tucker 3441. Harvey Olsen, manager.
v Orleans 13—1023 Baronne St. Tel.: Raymond 0041. Tom Ray, manager.

SS, GARDNER & WHITE ADV.
West 7th St., Los Angeles 5
: Drexel 7211
io Dept.: Edward B. Ross, radio director; Frank Ryhlick, television director.
io Account: General Electric Supply Corp.

B. ROSS & ASSOCIATES
W. Washington Blvd., Los Angeles 15
: Prospect 7656
io Dept.: Beatrice Henning Shaw, radio director.
io Accounts: Monarch Finer Foods; Hollywood Cemetery Assn.; Pierce Bros.; Pierce Life Insurance Co.

JAMES ROUSE CO.
N. La Cienga Blvd., Los Angeles 36
: Bradshaw 2-5608

LTER L. RUBENS & CO. INC.
N. Michigan Ave., Chicago 11
: Whitehall 4-3540
io Dept.: Walter Rubens, president, radio director and timebuyer; Helen Shanesy, secretary and treasurer.
io Account: Clean Home Products.

ARLES RUMRILL CO., INC.
Alexander St., Rochester 7, N. Y.
: Baker 4340
io Dept.: J. Lawrence Kennedy, R. C. Hobbs, timebuyer.

THRAUFF & RYAN INC.
Lexington Ave., New York 17
: Murray Hill 6-6400
io Dept.: Wilson Tuttle, radio and television director; Grant Y. Flynn, television director; Tom Slater, radio dept. manager and timebuyer; John G. Cole, Robert Steel, radio directors and producers; Miss Kathleen McMahon, talent buyer; Bernard Rasmussen, business manager; Sidney Slon, script editor; Bernard Zwirn, publicity and associate in television. Louis DeMilhau, manager of Canadian operation and associate in television.
cago 1—360 N. Michigan Ave. Tel.: Financial 6-1833. R. W. Metzger, V. P.; Norman Heyne, associate head; Francis Harris, television manager.
lywood 28—1680 N. Vine St. Tel.: Hillside 7593. Marvin Young, business manager; Glen Middleton, in charge of production.

WIS EDWIN RYAN
Jackson Place, Washington 6, D. C.
: Republic 7606
dio Dept.: Loye Minor, radio director and account executive; Laura D. Baker, timebuyer, account executive; W. R. Doores, account executive; Gordon Manchester, radio chief.

DER & INGRAM LTD.
4 Franklin St., Oakland 12
.: Templebar 2-0363
dio Dept.: Ross H. Ryder, Robert L. Ingram, E. A. Bonfield, account executives.

S

N SACKHEIM INC.
W. 57th St., New York 19
l.: Eldorado 5-6025
dio Dept.: Leonard H. Spring, timebuyer; Ben Sackheim, Lloyd G. Whitebrook, Mrs. Roberta Bard Bruck, account executives.

. GEORGES & KEYES INC.
) Park Avenue, New York 17
l.: Plaza 5-1180
dio Dept.: Stanley L. Keyes Jr., radio director.
ltimore 18—2112 N. Charles St. Tel.: Belmont 7095.
amford, Conn.—322 Main St. Tel.: 3-7514.

CHARD SALINGER
Chauncy St., Boston 11
l.: Liberty 2-5332
dio Dept.: Phyllis Stohn, radio and television director and timebuyer; Richard Salinger.
dio Accounts: Kay Jewelers; Kussell Furriers; Lehrburgher & Asher; Doll & Novelty Co.; Stasey Moore, all spot radio.

LOW & RIEDL
Lexington Ave., Passaic, N. J.
l.: Gregory 3-1414
dio Dept.: H. Harvey Salow, timebuyer.

ALKER SAUSSY ADVERTISING
8 Carondelet St., New Orleans 12
l.: Magnolia 3218

VAGE & TALLEY
untain Square Bldg., Cincinnati 2
l.: Main 1164
dio Dept.: William Savage Jr., timebuyer; Herbert W. Lupton, copy writer.
dio Accounts: W. M. Hold Co.; Rudolph Wurlitzer Co.

SAWDON ADVERTISING CO.
480 Lexington Ave., New York 17
Tel.: Plaza 5-2516
Radio Dept.: Frank B. Sawdon, president and radio director; Jerry Bess, timebuyer, assistant to the radio director.
Chicago—737 N. Michigan. Tel.: Superior 7-8121. M. Hogan, manager.
Radio Accounts: Robert Hall Clothes (S); Abelson's, Inc. (S); Lewis Apparel Stores (S); Case Clothes Inc. (S).

ROSS SAWYER ADV.
8438 Melrose Ave., Los Angeles 46
Tel.: Webster 6275
Radio Dept.: Ross Sawyer, owner and radio director; Marty Sawyer, timebuyer; Sterling Ellis, production manager.
Radio Accounts: Ladies Choice Foods Inc.; Challenge Cream & Butter Assn.; Bonnie Gaye, Inc.

SCHACTER AND FAIN INC.
18 East 41st Street, New York 17
Tel.: Murray Hill 9-6743
Radio Dept.: Priscilla E. Kerman, media director.
Radio Account: World Wide Carriers, Inc. (S).

SCHECK ADVERTISING AGENCY INC.
9 Clinton St., Newark 2
Tel.: Market 2-0480
Radio Dept.: E. Grant Scheck, radio director; Morris Scheck, Julius Scheck, Wm. Andrews, account executives.

HUGO SCHEIBNER INC.
111 W. 7th St., Los Angeles 14
Tel.: Michigan 6636
Radio Dept.: Hugo Scheibner, radio director.

SCHENKER CO.
2301 Wabansia Ave. W., Chicago 47
Tel.: Armitage 6-1600
Radio Dept.: C. D. Domin, timebuyer.

SCHOENFELD, HUBER & GREEN
360 N. Michigan Ave., Chicago 1
Tel.: Central 6-5593
Radio Dept.: Merritt R. Schoenfeld, president and account executive; Lewis G. Green, vice president, account executive; Ken Ward, timebuyer, account executive.
Radio Accounts: Fruit Industries Ltd.; Enyo Jel Co.; Aldrich, Inc.; Wisconsin Liquor Co., all spot users.

SCHOLTS ADVERTISING SERVICE
1201 West Fourth St., Los Angeles 13
Tel.: Michigan 2396
Radio Dept.: Tom Scholts, radio director; L. G. Myhro, program promotion.

GORDON SCHONFARBER & ASSOC. INC.
58 Weybosset St., Providence 3
Tel.: Gaspee 4813
Radio Dept.: Claire R. Grenier, radio director; Gordon Schonfarber, account executive.
Radio Accounts: Calif. Artificial Flower Co. (S); Comfi-Coil Inc. (S); Gladding's Inc. (S); Old Colony Cooperative Bank (S); Tilden-Thurber Inc. (S); Colonial Laundry (S).

HAROLD S. SCHWARTZ & ASSOCIATES
1227 Loyola Ave., Chicago 26
Tel.: Rogers Park 4-1502
Radio Dept.: Harold S. Schwartz.

SCHWIMMER & SCOTT INC.
75 E. Wacker Drive, Chicago 1
Tel.: Dearborn 2-1815
Radio Dept.: W. Earl Bronson, radio and television director; Evelyn Vanderploeg, director of media; Walter Schwimmer, R. J. Scott, Ed Guy, Fred Vosse, C. Lillienfeld, account executives.
Radio Accounts: Congress Cigar Co. (S); Hirsch Clothing (S); Linco Products Co. (S); Salerno Megowen Co. (S); Walgreen (S); Coronet Magazine (N-S); Kitchen Art Foods (S); Puritan Co. of America (S); Universal Match Corp. (N-S); National Food Stores (S); Chicago Stadium (S); Dutch Mill; Keeley Half & Half; Spiegel's.

HUNTER SCOTT ADVERTISING AGENCY
752 Fulton St., Fresno, Calif.
Tel.: 3-3283
Radio Accounts: Bruckner's (S); Hockett-Cowan Music Co. (S).

SCOTT'S AGENCY INC.
11 Pemberton Square, Boston 8
Tel.: Capitol 7-2425
Radio Dept.: George L. Stingel, radio director and timebuyer.

J. B. SEBRELL ADVERTISING AGENCY
300 S. Los Angeles St., Los Angeles 13
Tel.: Madison 6-9397
Radio Dept.: Clifford Alan Botway, radio and television director.

RUSSELL M. SEEDS CO.
919 North Michigan Ave., Chicago 11
Tel.: Delaware 7-1045
Radio Dept.: Jack Simpson, radio director; Merle Myers, timebuyer.
Hollywood—1469 N. Vine St. Tel.: Hudson 2-1206. Lou Place, manager.
Radio Accounts: Brown & Williamson Tobacco Co. (N-S); the Pinex Co. (S); Procter & Gamble (Red Skelton) (N).

ROSCOE W. SEGAR ADVERTISING AGENCY
2125 N. E. 48th Ave., Portland 13, Ore.
Tel.: Trinity 3445
Radio Dept.: R. W. Segar, radio director and time buyer; D. Segar, timebuyer.

SEIDEL ADVERTISING AGENCY INC.
Times Bldg., Times Square, New York 18
Tel.: Longacre 4-3780
Radio Dept.: Robert Seidel, radio and television director.
Radio Accounts: Ringling Bros. Circus (S); Henry Rosenfeld Inc. (N-S); Melville Radio Institute (S); Imperial Pearl Syndicate (N).
Television Account: Colonial Airlines.

WM. G. SEIDENBAUM ADV. AGENCY
9 E. 40th St., New York 16
Tel.: Ashland 4-3763
Radio Dept.: Wm. G. Seidenbaum, radio director, account executive.
Radio Accounts: Colby Lighter Corp.

SEWELL ADVERTISING AGENCY
730 Gravier Street, New Orleans 12
Tel.: Raymond 7114
Radio Dept.: Granville Sewell, president; K. B. Thompson, radio director; C. Earl, art director; K. B. Thompson, Robert Caire, account executives.

SHAFFER, BRENNAN, MARGULIS ADV. CO.
4 N. 8th St., St. Louis 1
Tel.: Main 2579
Radio Dept.: Sam B. Margulis, partner, radio director.

ED SHAPIRO ADVERTISING
1612 Market St., Philadelphia 3
Tel.: Locust 4-2877
Radio Dept.: Leonard Goldsmith, radio director and timebuyer.

SHAPPE-WILKES INC.
215 Fourth Ave., New York 3
Tel.: Gramercy 5-5560
Radio Dept.: Louis Shappe, radio director.
Radio Accounts: Stock Products Co. (S).

THE SHAW COMPANY
816 W. 5th St., Los Angeles 13
Tel.: Mutual 5161
Radio Dept.: Ida M. Lynch, radio director.

JOHN W. SHAW ADVERTISING, INC.
228 N. LaSalle St., Chicago 1
Tel.: Dearborn 2-5082
Radio Dept.: John W. Shaw, president; Edmund B. Abbott, vice president and radio director; L. W. Scott and W. L. Wilmont, vice presidents; R. Jacoby, treasurer; E. L. Conlon, Miss Betsy Tyroler, Jo-Ann Munson, account executives; Carl E. Riblet, Jr., director public relations division; Mildred Dudley, timebuyer.

LISLE SHELDON ADVERTISING AGENCY
175 N. Western Ave., Los Angeles 27
Tel.: Hempstead 2366
Radio Dept.: Lisle Sheldon, Dorothy Streeter.

K. E. SHEPARD ADVERTISING AGENCY
75 E. Wacker Dr., Chicago 1
Tel.: Andover 3-5966
Radio Dept.: K. E. Shepard, owner; Wayne G. Williams, radio and television director; Ben Homan, Frank McBride, account executives.
Radio Accounts: Wilson & Co.; Acme Feeds Inc.; Nat. Assn. of Homebuilders; Universal Records, Inc.

SHERMAN & MARQUETTE
919 N. Michigan Ave., Chicago 11
Tel.: Delaware 7-8000
Radio Dept.: Louis E. Tilden, radio director Chicago; Joseph Rines, radio director Hollywood; C. E. Bolgard, media director, Chicago; J. B. Crandall, media director, New York; L. D. Griffith, television research.
New York—10 Rockefeller Plaza, Tel.: Circle 6-1550, Joseph Rines.
Radio Accounts: Colgate Palmolive Peet Co. (N-S); The Quaker Oats Co. (N-S); Dr. W. B. Caldwell Co. (S); Sigma Products Co. (Breth-o-lator).

SHERMAN AND SHORE ADV.
235 Montgomery St., San Francisco, Calif.
Tel.: Do 2-2318
Radio Dept.: Robert Sherman and Sig Steven Shore, co-radio directors and timebuyers.

SHORT & BAUM ADVERTISING
718 W. Burnside St., Portland 9, Oregon
Tel.: Beacon 3167
San Francisco—240 Stockton St. Hal E. Short, manager.

H. CHARLES SIECK, INC. LTD.
407 Commercial Center St., Beverly Hills, Calif.
Tel.: Bradshaw 2-6403
Radio Dept.: H. Charles Sieck, president, treasurer and space buyer; Gerald T. Sieck, account executive.

SIGNET CORP.
188 W. Randolph St., Chicago 1
Tel.: State 2-2254
Radio Dept.: Al Milton, radio and television director and timebuyer.

ALFRED J. SILBERSTEIN, BERT GOLDSMITH INC.
16 E. 40th St., New York 16
Tel.: Oregon 9-3100
Radio Dept.: Robert H. Sill, media director.
Radio Accounts: West Disinfecting Co. (S); Botany Mills (L).
Television Account: Botany Mills Inc.

CHARLES SILVER & CO.
737 N. Michigan Ave., Chicago 11
Tel.: Superior 7-6625
Radio Dept.: B. R. Solomon, timebuyer, television director.
Radio Accounts: I. J. Grass Noodle Co.; Rival Packing Co.

SILVERMAN ADV. AGENCY
400 N. Michigan Ave., Chicago 1
Tel.: Superior 7-1040
Radio Dept.: M. B. Silverman, radio director.

SIMMONDS & SIMMONDS INC.
201 N. Wells St., Chicago 6
Tel.: Andover 3-6645
Radio Dept.: Phil W. Tobias, president and account executive; Marion Azzarello, timebuyer; Phil Tobias.
St. Louis—611 Olive St. Tel.: Chestnut 1162. Merle Fuller, vice-president.
Radio Accounts: Dr. LeGear Medicine Co. (S); Economy Mills (S); B-1 Beverage Co. (S); Haynes Milling Co.

DEAN SIMMONS ADV.
1430 S. La Brea, Los Angeles 35
Tel.: Webster 3-5787
Radio Dept.: Dean Simmons, owner, radio director, account executive; Lee Turchin, timebuyer; Paul Vandevoort, copy.
Radio Accounts: Kip Corp. Ltd. (S); Dr. S. M. Cowen Dentists (S); Johnston Pie Co. (S); National Travelers Insurance Co. (S); Voice of Calvary (S); National Paint and Varnish Co.; Reg Fudge Co.; Richards Radio and Television Co.; Mannings Piano Co.

JAMES F. SIMONS CO.
914 Warner Bldg., Nashville 3
Tel.: 6-4633
Radio Accounts: Royal Flour Co. (N-S); Barry-Cart Milling Co. (S); Fortune Feed Mills (N-S); Hecker Flour Mills (S); Globe Nursery Co. (S); Anthony Pure Milk Co. (S); Star Attractions (S); Naughton Farms (S).

SIMON & GWYNN
Commerce Title Bldg., Memphis 3
Tel.: 5-2404
Radio Dept.: Ralph Bubis, television director.

SIMONS-MICHELSON CO.
Lafayette Bldg., Detroit 26
Tel.: Cherry 3000
Radio Dept.: Marian Sanders, radio and television director; Ruthven Simons, assistant director; Shirley Frank, continuity.
Radio Accounts: Benrus Watch Co. (S); Burt's Inc. (S); Contract Purchase Corp.; Cunningham's Drug Stores; Dosslins Food Stores (S); Greenwald's Jewelry; Grinell Bros. (S); Harper Berkshire Sales & Service; Koepplinger Bakery (S); Mac-O-Lac Paint (S); National Clothing; Saks Fifth Ave. (S); Schmidt Brewing Co. (S); Scotland Woolen Co. (S); Simmons & Clark (S); Taylors Inc.; Velvet Peanut Products (S).
Television Accounts: Cunningham's Drug Stores; Saks Fifth Ave.; Schmidt Brewing Co.

LEONARD M. SIVE & ASSOCIATES
22 W. 7th St., Cincinnati 2
Tel.: Garfield 3000
Radio Dept.: Jack Sharp, Jr., production and continuity; Joseph Love, commercials; Abe Rosenfield, radio director and vice president.

PAUL SMITH ADVERTISING AGENCY
23 E. 67th St., New York
Tel.: Regent 7-9800
Radio Dept.: Charles B. West, media director.
Radio Accounts: J. R. Powers Products Co. (S); Byer-Rolnick Co.

SMITH, BULL & MCCREERY
6642 Sunset Blvd., Hollywood
Tel.: Hempstead 5671
Radio Dept.: Georgia Small, timebuyer; Dick Garton, radio director.
New York—Empire State Bldg. Tel.: Longacre 3-4107, Earl Dummont, radio executive.
San Francisco—Loew Warfield Bldg. Tel.: Ordway 7967. Robert Selby, radio executive; Neil Heard, account executive; Frank Schlessinger, account executive; George Maury, art director.

(Continued)

ADVERTISING AGENCIES HANDLING RADIO AND TV ACCOUNTS
(Continued)

Radio Accounts: Ice Follies, San Francisco; Ice-Capades, Pittsburgh; New York Times; Milani '1890'; California Contour; Marshall and Clampert; Western Harness Racing Assn.; Los Angeles Rams Football Club.
Television Accounts: Pan Pacific Auditorium; Babee-Tenda.

SMITH, TAYLOR & JENKINS INC.
223 Fourth Ave., Pittsburgh 22
Tel.: Atlantic 9312
Radio Dept.: T. J. MacWilliams, radio director; Ron Taylor, account executive and producer; Les Sterne, copy and production; L. C. Thompson, V. R. King, account executives.
Radio Accounts: Pittsburgh Brewing Co. (R-S); Spear & Co., Dad's Root Beer, Otto Milk Co., Pittsburgh Provision Co., McKay Cleaner & Wax, Dr. Ellis Sales Corp., Isalys, all spot.

W. J. SMITH CO.
Martin Brown Bldg., Louisville 2
Tel.: Jackson 2163
Radio Dept.: M. Witherspoon, radio director.

SON DE REGGER ADVERTISING AGENCY
1020 Locust St., Des Moines 9
Tel.: 3-3185
Radio Dept.: Les Son De Regger, timebuyer.

SORENSEN & COMPANY
919 No. Michigan Ave., Chicago
Tel.: Delaware 7-5030
Radio Dept.: Dorothy Samer.

SOUTH AGENCY
711 Farley Bldg., Birmingham 3
Tel.: 4-8554
Radio Dept.: Betty Carr, radio director; Joe South, vice president and timebuyer.

SPARROW ADVERTISING AGENCY, INC.
Farley Bldg., Birmingham 3
Tel.: -0287
Radio Dept.: J. Martin Smith, radio director; Elizabeth K. Hanby, script writer.

CHARLES N. STAHL ADV.
542 S. Broadway, Los Angeles 13
Tel.: Madison 7844
Radio Dept.: Tom Cafferty, radio director; Katharine Huldermann, time buyer; Harry H. Heller, account executive.
Radio Accounts: Dr. Beauchamp Southern California Dental Offices (S); Dr. A. Reed Shoe Co. (S); Murphy Motors Co.; Model Furniture Manufacturing (S); Howard Clothing; A. E. Nugent Chevrolet (S); La Brea New Car Dealers.

STANDARD ADVERTISING AGENCY
188 W. Randolph St., Chicago 1
Tel.: Randolph 6-1188
Radio Dept.: William Erny, timebuyer.

THE STANLEY ADVERTISING AGENCY, INC.
David Broderick Tower, Detroit 26
Tel.: Trinity 3-6677
Radio Dept.: Stanley Altschuler, president; Jack Thurston, radio director; Violet Skladd, timebuyer.

BARTON A. STEBBINS
1250 Wilshire Blvd., Los Angeles 14
Tel.: Trinity 8821
Radio Dept.: E. C. Bloodworth, radio director; A. W. Gudelman, timebuyer.
Radio Accounts: Signal Oil Co. (N-S): Nash Dealers (S); Coast-Curries Ice Cream.
Television Account: Nash Dealers.

STEELE ADVERTISING AGENCY
M & M Bldg., Houston 2
Tel.: Charter 4-6408
Radio Dept.: John Paul Goodwin, president and timebuyer; James A. Sanders, radio director.

STERLING ADVERTISING AGENCY
70 W. 40th St., New York 18
Tel.: Longacre 5-4610
Radio Dept.: Myron L. Broun, director of radio and television; Barbara R. Robins, assistant.

JEWELL F. STEVENS CO.
28 E. Jackson Blvd., Chicago 4
Tel.: Wabash 2-7941
Radio Dept.: Wilson Brown, vice president and radio director.

THE STEWART-GORDAN CO.
Lincoln-Liberty Bldg., Philadelphia 7
Tel.: Locust 7-4637
Radio and Television Dept.: Garry Bub, vice president and radio director; Marlyn Lazar, timebuyer.

GLEE R. STOCKER & ASSOCIATES
Chemical Bldg., St. Louis 1
Tel.: Central 0742
Radio Dept.: John T. Southwell, radio and television director; Granville Rutledge, timebuyer.
New York—105 E. 88th St. Tel.: Atwater 9-8244. John T. Southwell.
Radio Accounts: Old Judge Coffee Co. (N-S); A.L.C. Haase Co.; Tweedie Footwear Corp; Ginns Cahin of Books (S); Oberman & Co. (S); International Shoe Co. (Vitality, Red Goose, John C. Roberts and Grace Walker Shoes).

STOCKTON-WEST-BURKHART, INC.
First National Bank Bldg., Cincinnati 2
Tel.: Dunbar 5600
Radio Dept.: R. S. West, vice-president radio and television director; Eric W. Stockton, Herbert S. Lenz, Joseph D. Melson, Edward P. Broome, Harry S. Robinson, account executives.
Radio Accounts: Cincinnati Gas & Electric Co.; Cinčinnati Enquirer; Central Trust Co. (S); U. S. Shoe Co. (S); Noma Electric Corp. (Heatrola Div.) (S); The Ohio Oil Co. (S).

STOCKWELL & MARCUSE
Industrial Bank Bldg., Detroit 26
Tel.: Cadillac 4484
Radio Dept.: W. H. Stockwell, radio director.

STODEL ADVERTISING CO.
439 S. Western Ave., Los Angeles, 4
Tel.: Fitzroy 2133
Radio Dept.: Edward C. Stodel, owner, radio and television director; Geraldine McMillian, timebuyer; Clifford Levine, radio-television producer.
Radio Accounts: Warner Bros. Theaters and Studio, Pacific Zone (S); Eastern-Columbia Department Stores (S); Harris & Frank (chain) (S); Eastern of Fresno (S); Eastern of Sacramento (S); Eastern of Bakersfield (S); Beneficial Standard Life Ins. Co. (S); Columbia of Hollywood (S); Republic Pictures (S).

ARTHUR W. STOWE ADVERTISING AGENCY
672 S, Lafayette Park Pl., Los Angeles 5
Tel.: Drexel 8138
Radio Dept.: Arthur W. Stowe.
Radio Accounts: Western Auto Supply Co. (S); Stout Trailers; (S).

STRANG & PROSSER ADVERTISING AGENCY
Smith Tower, Seattle 4
Tel.: Elliot 1322
Radio Dept.: Roald Lund, radio director.

STRAUCHEN & McKIM ADVERTISING
6 E. 4th St. Cincinnati 2
Tel.: Main 1618
Radio Dept.: John G. Maupin, radio and television director; Edmund R. Strauchen, Gordon F. McKim Jr., account executives.
Radio Accounts: Geo. Weideman Brewing Co. (S); Gossett Co. (S); Cincinnati Raceways Inc. (S); Television Account: Geo. Weidemann Brewing Co.

J. M. STRAUS & CO.
422 South Western Ave., Los Angeles 5
Tel.: Federal 5072
Radio Dept.: Lester Jay, radio director.

STREET & FINNEY INC.
76 9th Ave. New York 11
Tel.: Watkins 4-8510
Radio Dept.: Howard Miller, radio director; Warren Faxon, account executive; Helen A. Thomas, timebuyer.
Radio Accounts: Foster-Milburn Co., George T. Fulford Co. (S); United Sales & Mfg. Co. (S).

CHARLES R. STUART ADVERTISING
625 Market St., San Francisco 5
Tel.: Douglas 2-2438
Radio Dept: Henry L. Buccello, radio & television director; John Crain, timebuyer.

SUDLER COMPANY
412 W. Sixth St., Los Angeles 14
Tel.: Trinity 0709
Radio Dept.: Culbreth Sudler, account executive.

DANIEL F. SULLIVAN CO.
Statler Bldg., Boston 16
Tel.: Hancock 6-7644
Radio Dept.: Eugene Stafford, radio and television director.
Portland, Me.—22 Monument Square. Tel.: Portland 3-1255
Radio Accounts: F. H. Snow (N-S); Hamid Morton Circus (S); Revere Racing (S); Middlesex County Banks; Bay State Assn. (S); Eastern Mass. State Railway Co.; Metro Distributors; R. S. Robie Inc.; Bay State Raceway; Plasviclear Products; Davis Brothers Fisheries; Carlings Red Can Distributors; Kaler, Carney Liffler & Co.; Hertz System of New England; Nu-Enamel: The Windham Co.; Mutual Savings Banks of Lowell; Specialized Truck Sales Co.

SULLIVAN, STAUFFER, COLWELL & BAYLES INC.
437 Fifth Ave. New York 16
Tel.: Oregon 9-2500
Radio Dept.: Phil Cohen, vice president; radio director.
Hollywood 28—1607 Vista Del Mar Ave. Tel.: Gladstone 5048. J. J. Van Nostrand Jr., vice-president and director;

G. LYNN SUMNER CO.
444 Madison Ave., New York 22
Tel.: Plaza 3-8730
Radio Dept.: George Birdsong, radio director.

MORRIS F. SWANEY INC.
135 South La Salle St., Chicago 3 Tel.: Andover 4171, E. G. Eisenmenger, manager, radio dept.
Detroit 2—Fisher Building, Tel.: Trinity 3-3750, Marshall T. Gordon, manager.
New York 22-445 Park Avenue, Tel.: Plaza 9-6920, Mary Paxton, radio dir.

SIMONDS, MacKENZIE & CO. INC., ADVERTISING
(formerly—MERRILL SYMONDS ADVERTISING)
407 S. Dearborn St., Chicago 5
Tel.: WAbash 2-8056
Radio Dept.: Robert Johnson, radio director; Roy MacKenzie, vice-president, timebuyer, account executive; Merrill Symonds, account executive, president, Art Rumry, secretary, Russell Miller, vice president, art director.

T

TAGGART & YOUNG
7364 Beverly Blvd., Los Angeles
Tel.: WEbster 3-8108
Radio Dept.: Douglas R. Young & E. L. Taggart.

J. D. TARCHER & CO.
630 Fifth Ave., New York 20
Tel.: Circle 6-2626
Radio Dept.: Robert Kelly, timebuyer; Edmund C. Ridley, Len Tarcher, account executives.
Radio Accounts: McKesson & Robbins Inc. (S); Benrus Watches (S); Seeman Bros., White Rose (N-S); Block Drug (S).
Television Accounts: Benrus Watch Co.; Pequot Mills.

TATHAM-LAIRD INC.
20 N. Wacker Drive, Chicago 6
Tel.: Randolph 6-2171
Radio Dept.: George A. Bolas, radio and television director; Dan P. Ryan, radio and television producer; Mary Sheridan, timebuyer; Arthur E. Tatham, Kenneth Laird, George A. Bolas, Charles R. Standen, account executives.
Radio Accounts: General Mills, Inc. (N); Bendix Home Appliance (S); Bear Brand Hosiery (S).

SAMUEL TAUBMAN & CO.
1541 Sansom St., Philadelphia 2
Tel.: Locust 4-0792
Radio Dept.: M. Taylor, Raymond H. Love.

GEORGE TAYLOR ADV. AGENCY
420 Market St., San Francisco 11
Tel.: Garfield 1-6812
Radio Dept.: George Taylor, Carl Christopher.
Radio Accounts: J. E. French Co. (S); Doelger Co. (S); Byington Electric Co. (S); Northbrae Cleaners (S); North Bay Electric (S); Church of the Nazarene (S); Roberts at the Beach (S); Exposition Grotto (R); Evangelistic Center (S); Flamingo Restaurant (S); Hobergs Resorts(S); S. F. Junior Chamber of Commerce (R); People's Furniture (R); Jack Andrade (S).

THOMSON, SAVA & VALENTI INC.
40 E. 49th St., New York 17
Tel.: Plaza 9-0850
Radio Dept.: E. T. Kenna, radio director; Rosetta Valenti, timebuyer.

J. WALTER THOMPSON COMPANY
420 Lexington Avenue
Tel.: Murray Hill 3-2000
Radio Dept.: Stanley Resor, president; John U. Reber, vice president in charge of radio and television; Linnea Nelson, radio and television timebuyer; Virginia Spragle, radio and television talent buyer.
Chicago—410 North Michigan Ave. Tel.: Superior 0303. Henry T. Stanton, vice president and general manager; Harold R. Rorke, radio director; Margaret Wylie, radio and television timebuyer.
Hollywood—1549 North Vine St. Tel.: Hillside 7241. Cornwell Jackson, vice president and manager; Cal Kuhl, vice president; Norman Blackburn, vice president.
San Francisco—320 California St. Tel.: Garfield 3510. Arthur Farlow, vice president and manager; Henry M. Jackson, radio director; Frances Young, radio timebuyer.
Los Angeles—645 South Flower St. Tel.: Madison 2661. Robert B. Shirey, general manager; Jane Hubert, radio timebuyer.
Radio accounts: Atlantis Sales Corporation (S); P. Ballantine & Sons (S); Bowman Dairy Company (S); Bateman, Eichler & Co. (S); Eastman Kodak Company (S); Elgin National Watch Co. (N,S); Fanny Farmer Candy Shops (S); Ford Dealer Advertising Groups (N,S); General Cigar Company (S); Glass Container Manufacturers' Institute (S); J. T. Hardman Hat Company (S); Johns-Manville Corporation (N); Kraft Foods Company (N,S); Langendorf United Bakeries, Inc. (N,S); Lever Brothers Company (N); Libby, McNeill & Libby (N); Linwood Poultry Company (S); Northern Trust Company (S); Pan American World Airways (S); Penick & Ford, Ltd. Inc. (S); Planters Nut & Chocolate Co. (S); RCA Victor-Division of Radio Corporation of America (N,S); Safeway Stores, Inc. (N,S); Shell Oil Company, Inc. (S); Southern California Citrus Foods (S); Standard Brands Incorporated (N,S); Swift & Company (N,S); Ward Baking Company (N,S); Washington State Apple Commission (N,S); Weco Products (S); The J. B. Williams Company (S).
Television Accounts: Elgin National Watch Co.; Ford Motor Co.; Scott & Grauer; Kraft Foods; RCA Victor.

MORRIS TIMBES ADVERTISING INC.
214 St. Michael St., Mobile 3, Ala.
Tel.: 2-7577

RALPH TIMMONS INC.
1 S. Pinckney St., Madison 3, Wisc.
Tel.: Gifford 3661
Radio Dept.: L. H. Stafford, radio director & timebuyer.

ALFRED F. TOKAR
850 Broad St., Newark 2
Tel.: Mitchell 2-2561
Radio Dept.: Norman Tokar, radio director & timebuyer.
Radio Accounts: Benjamin & Johnes (S).

THE TOLLE CO.
1340 3rd Ave., San Diego 1
Tel.: Franklin 6606
Radio Dept.: Robert C. Wilson, radio director; Muriel Tolle, timebuyer.

CHARLES TOMBRAS & ASSOCIATES
Gay & Church Sts., Knoxville, Tenn.
Tel.: Knoxville 2-5046
Radio Accounts: Army Store; Bowers Army Store; Knoxville Utilities Board; Lowe Bros. Inc.; Salvage Dry Goods; Knoxville Tourists Bureau, all spot users.

TOMOWSKE ADVERTISING AGENCY, INC.
Chronicle Bldg., Spokane 8
Tel.: Riverside 1159
Radio Dept.: Beverly Towne, radio director.

ARTHUR TOWELL INC.
119 Monona Ave., Madison 3, Wis.
Tel.: 1-2668
Radio Dept.: Edward Kirley, radio director.

TRACY, KENT & CO. INC.
515 Madison Ave., New York 22
Tel.: Eldorado 5-4404
Radio Dept.: Alfred G. Moss, radio director.
Radio Accounts: John Opitz Inc. (S); The Taylor-Reed Corp. (S).

TRACY-LOCKE CO. INC.
1307 Pacific Ave., Dallas 1
Tel.: Riverside 8655
Radio Dept.: Monty Mann, media director; timebuyer; Ernestine Parker, Mary Bob Randle, timebuyers; Raymond P. Locke, Morris L. Hite, Dan Gillean, Ernest L. Lovan, Scott Leonard, Lew Purnell, Stanley W. Foran, Glen Addington Sr., Glen Addington Jr.
Radio Accounts: Dr. Pepper Co. (N-S); Burrus Mill & Elevator Co. (N-S); Imperial Sugar Co. (N-S); Mrs. Baird's Bread Co. (S); Byer-Rolnick Co. (S); Republic National Bank (S).

TRIANGLE ADV. AGENCY
201 N. Wells St., Chicago 6
Tel.: RAndolph 6-4594
Radio Dept.: Kenneth A. Ford, timebuyer.
Radio Accounts: American Crayon Co.; Jacques Seed Co.; Moews Seed Co.; Tubbs Mfg. Co.

(Continued on page 361)

Greatest Independent Covering the Pacific Coast's First Market

REPRESENTED BY RAYMER

KMPC

FREE SPEECH MIKE

50,000 WATTS
(DAYS)

GOODWILL STATION OF THE WEST

LOS ANGELES

G. A. RICHARDS
Chairman of the Board

FRANK E. MULLEN
President

HARRY WISMER
Asst. to the President

ROBERT O. REYNOLDS
Vice-Pres. and Gen. Mgr.

firs

IN P

FREE SPEECH MIKE

G. A. RICHARDS
Chairman of the Board

WJR

CBS
50,000 WATTS
REPRESENTED BY PETRY

st....

POWER

nd RESULTS

MICHIGAN'S GREATEST ADVERTISING MEDIUM

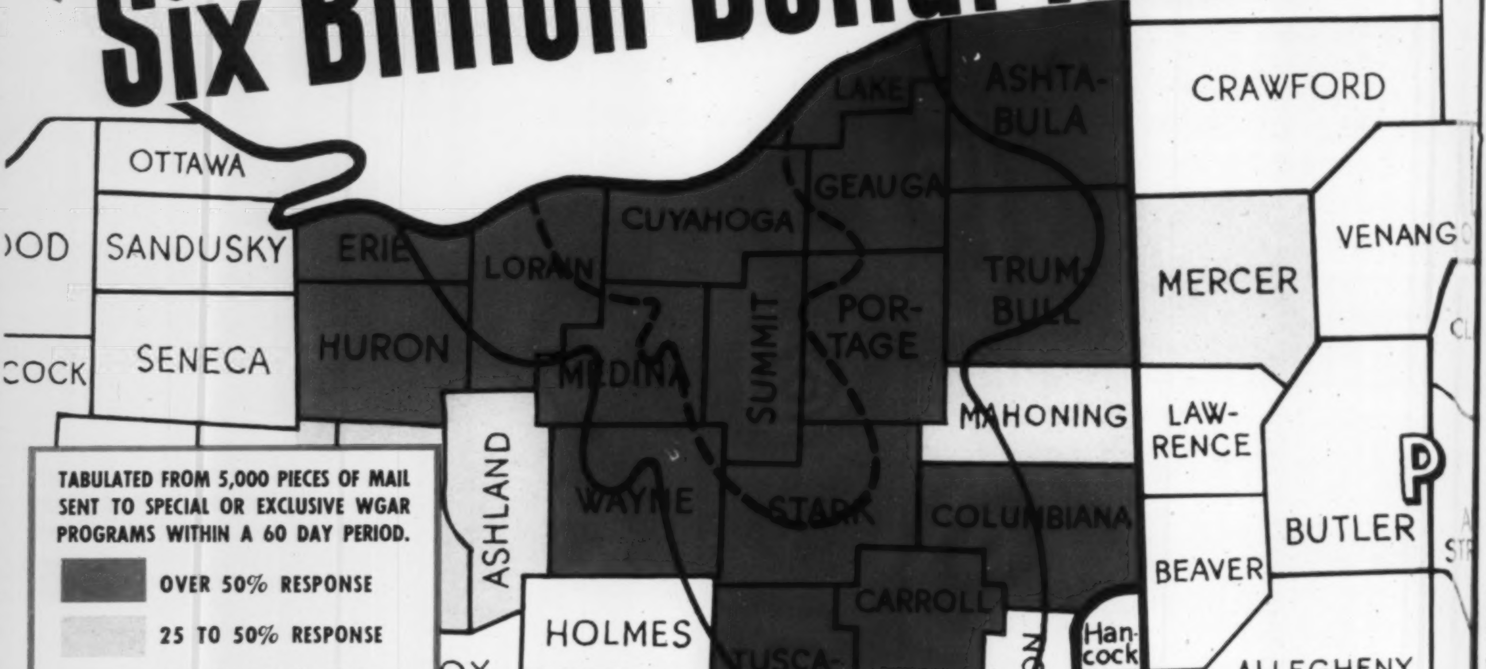
THE GOODWILL STATION INC.

FRANK E. MULLEN
President

FISHER BLDG., DETROIT

HARRY WISMER
Asst. to the Pres.

Here's a Six Billion Dollar Market!


OTTAWA
SANDUSKY
OOD
SENECA
COCK
ERIE
HURON
LORAIN
CUYAHOGA
LAKE
GEAUGA
ASHTA-BULA
CRAWFORD
MEDINA
SUMMIT
POR-TAGE
TRUM-BULL
MERCER
VENANG
MAHONING
LAW-RENCE
BUTLER
P
WAYNE
STARK
COLUMBIANA
BEAVER
ASHLAND
HOLMES
CARROLL
Han-cock
ALLEGHENY
OX
COSHOC-TON
O
TUSCA-RAWAS
HARRISON
JEFFERSON
BROOKE
WASHINGTON
NG
MUSK-INGUM
GUERNSEY
BELMONT
OHIO
MAR-SHALL
GREENE
FAYET
NOBLE
MONROE

TABULATED FROM 5,000 PIECES OF MAIL SENT TO SPECIAL OR EXCLUSIVE WGAR PROGRAMS WITHIN A 60 DAY PERIOD.

■ OVER 50% RESPONSE

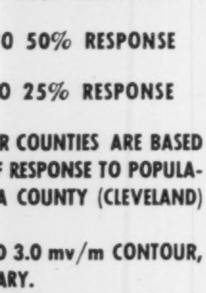
▨ 25 TO 50% RESPONSE

□ 10 TO 25% RESPONSE

PERCENTAGES FOR COUNTIES ARE BASED ON THE RATIO OF RESPONSE TO POPULATION. CUYAHOGA COUNTY (CLEVELAND) EQUALS 100%.

..... MEASURED 3.0 mv/m CONTOUR, NIGHTTIME PRIMARY.

- - - - - MEASURED 0.5 mv/m CONTOUR, DAYTIME PRIMARY.



FREE SPEECH MIKE

WGAR

50,000 WATTS

C B S

REPRESENTED BY PETRY

G. A. RICHARDS
Chairman of the Board

CLEVELAND'S FRIENDLY STATION

FRANK E. MULLEN
President

HARRY WISMER
Asst. to the Pres.

JOHN F. PATT
Vice-Pres. and Gen. Mgr.

(Continued from page 356)

THE TULLIS CO.
6000 Sunset Blvd., Hollywood 28
Tel.: Hempstead 6831
Radio Dept.: Howard L. Tullis, president; Earl Wilhite, head of radio dept.; Sally Lewis, timebuyers; Ray Everett, account executive.
San Francisco—519 California St. Tel.: Exbrook 4335. Elsie M. Bennett.
Chicago—800 N. Clark St. Tel.: Delaware 2125. Anne G. Andrews.
New York—342 Madison Ave. Tel.: Vanderbilt 6-2834. Elizabeth J. Rubino.
San Diego—State at B St. Tel.: Main 6141. Thelma Bowen, manager.
Radio Accounts: Kelley Kar Co. Standard Broadcasting Co. (S); Party Snax Food Products (S); Whitman Piano Co. (S); J. R. Townsend Co. (S); Balian Ice Cream Co.
Television Accounts: Kelley Kar Co.; Tail of the Cock Restaurant; Fromilla Ice Cream (S); Schaefers Auto Service; Carolina Pines Restaurant (S); Vacuum Cleaner Co. of America; Brother Tom Medicines (S).

TURNER ADVERTISING AGENCY
520 N. Michigan Ave., Chicago 11
Tel.: SUperior 7-2161
Radio Dept.: A. F. Marthens, director radio and television.

U

ULRICH & ASSOCIATES
77 W. Washington, Chicago
Tel.: Andover 5328
Radio Dept.: C. J. Ulrich, president and manager.

UNIVERSAL ADVERTISING AGENCY
6000 Sunset Blvd., Hollywood 28
Tel.: Hillside 8218
Radio Dept.: R. B. Stephenson, owner, Charles Ross, Ellis E. Craig, William R. Reid, account executives.

PHILIPS WEBB UPHAM & CO.
216 Crown St., New Haven 10, Conn.
Tel.: 6-6828
Radio Dept.: Philips Webb Upham, account executive in charge of radio.

V

VALLEY ADV. CO.
113 W. 4th St., Weslaco, Tex.
Tel.: Weslaco 175
Radio Dept.: J. D. Grafton, president, radio director & timebuyer.

VAN AUKEN, RAGLAND & STEVENS
326 W. Madison St., Chicago 6
Tel.: Franklin 2-2910
Radio Dept.: B. F. Stevens, Kenneth L. Van Auken, C. A. Ragland, account executives.

JOHN B. VAN DOMELEN AGENCY
Federal Square Bldg., Grand Rapids, Mich.
Tel.: 9-3453
Radio Dept.: E. J. Logie, radio director.

VANGUARD ADVERTISING
15 E. 40th St., New York 16
Tel.; Murray Hill 5-4686

VAN HECKER INC.
664 N. Michigan Ave., Chicago 11
Tel.: DElaware 7-3122
Radio Dept.: C. E. Van Hecker, account executive; Wm. F. Barkow.
Radio Accounts: Pyroil Co.; Time Finance Corp.; Calculator Machine Co.; Local Loan Co. (AM-TV)

VAN SANT, DUGDALE & CO., INC.
Court Square Bldg., Baltimore 2
Tel.: Le. 5400
Radio Dept.: R. E. Daiger, C. M. Buchanan, H. G. Erck, Wm. Dugdal, account executives.

VENABLE-BROWN CO. INC.
211 E. Fourth St., Cincinnati 2
Tel.: Parkway 6078
Radio Dept.: Dolores Mescher, treasurer, timebuyer.

M. BELMONT VER STANDIG
1917 Eye St., N. W., Washington, D. C.
Tel.: Republic 2929
Radio Dept.: M. Belmont Ver Standig, owner, radio director; James Milloy Jr.
Radio Accounts: Kretol Chemical Co. (S); Southern Venetian Blind Co. (S); Tru Blu Beer (S).

CARLO VINTI ADVERTISING
531 Fifth Ave, New York 16
Tel.: Lexington 2-9477
Radio Dept: Carlo Vinti, producer; Mario Rosel, art director; Ben Vinti Jr., account executive.
San Francisco—470 Columbus Ave. R. Gelsi-Medeot.
Chicago—5001 Monroe St. A. Lupi.
Radio Accounts: Petri Cigar Co; Buitoni Products; Amerit Shipping & Trading Corp; Mario Specialties Shop; National Candle Co.; Uddo & Taormina Co.: Patri Wine Co. Vesuvio Restaurant: Alleva Dairy; Fontana Hollywood Corp.; French-Italian Wine Co.

W. L. VOMACK INC.
420 Madison Ave., New York 17
Tel.: Eldorado 5-4874
Radio Dept.: (Miss) A. Wiener, timebuyer.
Radio Accounts: Hollywood Al (S).

HENRY Von MORPURGO & CO.
406 Sutter St., San Francisco 8
Tel.: Douglas 2-8920
Radio Dept.: John A. Brush, radio & television director; Elwood Nicholson, Dir. of cinematography; Thomas Peluso, musical director.
Los Angeles—521 N. La Cienega Blvd., Tel.: Crestview 6-6211.
San Francisco—406 Sutter Tel.: Douglas 2-8920.
Piedmont—65 Crocker Ave.
New York—205 E. 42nd St.
Chicago—Banker's Bldg.
Radio Accounts: Shanghai Syndicate; Sister Kenny Foundation; Per-Aide.
Television Account: Mitchell Camera.

W

WADE ADVERTISING AGENCY
20 N. Wacker Dr., Chicago 6
Tel.: STate 2-7369
Radio Dept.: Jeff Wade, radio director; L. W. Davidson, Booth Luck, account executives; W. B. Condon, timebuyer.
Los Angeles 13—411 W. Fifth St. Tel.: Michigan 8608. Robert E. Dwyer, manager.
Radio Accounts: Miles Labs.; Murphy Products Co.; Wait-Cahill Co.; Shotwell Mfg. Co.; De Met's Inc.

WADSWORTH & WALKER INC.
3547 St. Gardens Road, Miama 33, Fla.
Tel.: Miami 4-9823
Radio Dept.: Ralph K. Wadsworth, timebuyer.
New York 17—369 Lexington Ave. Tel.: Murray Hill 5-6100

HUGO WAGENSEIL & ASSOCIATES
Taibott Bldg., Dayton 2
Tel.: Hemlock 5542
Radio Dept.: F. R. Harwood, radio director.

CARL C. WAKEFIELD ADV. AGENCY
Kohl Bldg.: San Francisco 4
Tel.: Douglas 2-5407
Radio Dept.: Carl C. Wakefield, president.
Radio Accounts: San Francisco Bank.

WALKER & DOWNING
Oliver Bldg., Pittsburgh 22
Tel.: Grant 1900
Radio Dept.: R. C. Woodruff, radio director; Victor Seydel, television director.

WALLACE-FERRY-HANLY CO.
430 N. Michigan Ave., Chicago 11
Tel.: Superior 7-4462
Radio Dept.: L. T. Wallace, account executive on radio; Blanch Slivka, space buyer.
New York 18—500 Fifth Ave. Hanly, Hicks & Montgomery.

DUANE WANAMAKER ASSOC. INC.
210 E. Ohio, Chicago 11
Tel.: SUperior 7-1136
Radio Dept.: Lenn Franke, radio director.

WARD, MACDONALD & STAGG
12 Geary St., San Francisco 8
Tel.: Yukon 6-0389
Radio Dept.; A. H. Stagg, timebuyer.

HAROLD WARNER CO.
M & T Bldg., Buffalo 2
Tel.: Madison 2100
Radio Dept.: Harold J. Warner, president.

WILLIAM WARREN AGENCY
122 E. 42nd St., New York 17
Tel.: Lexington 2-1795
Radio Dept.: William W. Solow, radio director; Stevens P. Jackson, television director; Harry Solow, Jr., timebuyer; J. C. Silverman, S. P. Jackson, account executives.
Radio Accounts: Alexanders Dept. Store; Sachs Quality Stores; Strauss Stores; Cardinal Tie Shops, Pierce School of Radio and Television; Flag Pet Food; Sofia Bros. Inc; Face Contour; Lucele Ltd.; 50 New Lac; Metropolitan Training Center; Williams Heating Engineers; Monick Silver Co.; Herberts Jewelers, Bonded Auto Sales, all spot.

WARWICK & LEGLER INC.
230 Park Ave., New York 17
Tel.: Murray Hill 6-8585
Radio Dept.: Trevis Huhn, director of radio; L. M. Malitz, timebuyer; H. Paul Warwick, president; J. R. Warwick, C. E. Staudinger, vice presidents.
Hollywood 28—6331 Hollywood Blvd.
Radio Accounts: Pabst Sales Co., Eddie Cantor Show (N); The Equitable Life Insurance Society of the U. S., This Is Your FBI (N); Pabst Sales Co., New York Giants baseball games. N. Y. Giants Baseball Club, Giants Jottings; Los Angeles Dons Football Games, Pabst Sales Co.
Television Accounts.: Pabst Sales Co.: Hoffman Beverage Co.

NORMAN D. WATERS & ASSOC. INC.
6 East 39th St., New York 16
Tel.: Murrav Hill 5-8950
Radio Dept.: Louis Landesman, radio director; Norman D. Waters, television director.
Radio Accounts: Spencer Shoe Corp. (N).

WATTS-PAYNE ADVERTISING INC.
205 South Cheyenne, Tulsa 3
Tel.: 3-8108
Radio Dept.: Don Watts, Leslie S. Hauger, vice president—directors of radio; Don Mitchell, account executive.
Dallas—Fidelity Bldg. Tel.: Riverside 5625. Burke Gilliam, vice president
Wichita, Kan.—Howard Whitehead, manager.
Radio Accounts: Oklahoma Tire & Supply Co. (S); Tulsa Federal Savings & Loan (S); Bell Oil & Gas Co. (S); United Federal Savings & Loan Assn. (S); Good Luck Oil Co. (S); Midwest Chevrolet Corp.; Tennessee Dairy; John Zinc Floor Furn.

WAXELBAUM ADVERTISING CO.
10 E. 43rd St., New York 17
Tel.: Murray Hill 2-7398
Radio Dept.: Ben Waxelbaum, in charge of radio.
Radio Accounts: Tree Mark Shoes (S); Industrial Bank of Commerce (S); Marcus Orthopedic Shoes (S).

TUCKER WAYNE & CO.
98 Mitchell St., S. W., Atlanta 3
Tel.: Walnut 6701
Radio Dept.: Douglas D. Connah, radio director.
Radio Accounts: Southern Spring Bed Co. (S); American Bakeries Co. (S).

LUTHER WEAVER & ASSOCIATES
Globe Bldg., St. Paul 1
Tel.: Cedar 3777
Radio Dept.: Blanche Anderson, account executive.
Radio Accounts: Minnesota Federal Savings & Loan Assn. (S); Twin City Wholesale Grocer Co. (S).

JOHN P. WEIDENHAMER & ASSOCIATES
26 N. 18th St., Harrisburg, Pa.
Tel.: 4-1808
Radio Dept.: N. H. Weidenhamer, radio director & timebuyer.

H. J. WEIL INC.
Walbridge Bldg., Buffalo 2, N. Y.
Tel.: Madison 6755
Radio Dept.: Henry J. Weil, Stephen Gotthelf, John C. Witty, account executives; C. Covitou, copy chief; A. N. Barber, timebuyer.

ARMAND S. WEILL CO. INC.
170 Franklin, Buffalo 2
Tel.: Washington 6250

MILTON WEINBERG ADV. CO.
325 W. 8th St., Los Angeles 14
Tel.: Tucker 4111
Radio Dept.: Bernard Weinberg, president and radio talent buyer; William H. Krauch, radio director; Ernestine Cousino, timebuyer.
Radio Accounts: Pep Boys of California; May Co.; Mike Lyman Grills; Thrifty Drug Stores; Capitol Milling Co.; Hollywood Pantages Theater Corp.; Hollywood Turf Club; Maier Brewing Co. (S); Grayson's Shops (S).

WILLIAM H. WEINTRAUB & CO.
30 Rockefeller Plaza, New York 20
Tel.: Circle 7-4282
Radio Dept.: Harry Trenner, vice-president in charge of radio; Noran Kersta, head of TV department.
Radio Accounts: Anchor Hocking Glass Corp. (N); Helbros Watch Co. (N); Seeman Bros. (N); Lee Hat Co. (N); Trimont Clothing Co. Inc. (N); Wings Shirt Co. (N).

WEISS & GELLER INC.
400 N. Michigan, Chicago
Tel.: DElaware 7-1124
Radio Dept.: Marvin L. Mann, radio director; John Michel, television director, Helena Clayton, media director.
New York 17—400 Madison Ave. Tel.: Plaza 3-4070. Max Geller.
Radio Accounts: Illinois Watch Case Co.; Sprague Warner, Richlieu Foods; Steinway Drugs; Monarch Foods; Fox Head Brewery.

JOSEPH R. WEISSER CO.
31 Milk St., Boston 9
Tel.: Hancock 6-1214
Radio Dept.: M. Golden, timebuyer; Michael Lipton, Peter Sato, account executives.

WAYNE WELCH INC.
1025 14th St., Denver 2
Tel.: Acoma 3731
Radio Dept.: Wayne A. Welch, director; J. B. Armstrong, timebuyer.
Radio Accounts: Bluhill Foods Inc. (S); Bragdons Inc.; Cola-Moca Bottling Co. (S); Colorado Appliance Co.; Denver National Bank; Frink Creamery Co.

WELLMAN ADVERTISING AGENCY
703 Walnut St., Philadelphia 6
Tel.: Lombard 3-5169
Radio Dept: F. A. Wellman.
Radio Accounts: New Jersey Savings & Loan League (S); Rev. G. E. Lowman (N).

WELSH-HOLLANDER ADVERTISING AGENCY
412 West 6th St., Los Angeles 14
Tel.: Michigan 0876
Radio Dept.: Hugh Bland.

ADOLPHE WENLAND & ASSOC.
Roosevelt Hotel Bldg., Hollywood 28
Tel.: Hillside 1176
Radio Dept.: Harold Higgins, radio director; Adolphe Wenland, owner and account executive; Joe Gardner, Norma Rathner, account executives.
New York—285 Madison Ave. Tel.: Oregon 9-3359. Clifford Vleeth. Richard Robbins.
San Francisco—607 Market St., Tel.: Garfield 1-0426. William Shay.

WERTHEIM ADV. ASSOC.
11 W. 42nd St., New York 18
Tel.: Wisconsin 7-5978
Radio Dept.: E. Taylor Wertheim.
Philadelphia—1031 Arch St., Tel.: Lombard 3-0934. Jean H. Breig, manager

THE WESLEY ASSOCIATES
347 Madison Ave., New York 17
Tel.: Murray Hill 6-7077
Radio Dept.: Harry Weiner, director of media.

BRONSON WEST ADVERTISING
500 Robert St., St. Paul 1
Tel.: Garfield 4422
Radio Dept.: Beinson West, radio director; Donald MacRae, contact.

WESTERN ADVERTISING AGENCY INC.
35 E. Wacker Dr., Chicago 1
Tel.: ANdover 3-2545
Radio Dept.: Paul W. Limerick, radio director.
Racine, Wis.—610 Wisconsin Ave.
Ft. Wayne, Ind.—609 People's Trust Bldg., Med Maxwell, radio director.

WESTERN ADV. AGENCY
668 S. Coronada St., Los Angeles 5
Tel.: Drexel 7367
Radio Dept.: Milton Carlson, radio and television director; Ruth D. Johnson, timebuyer and asst. to radio director.

WESTHEIMER & COMPANY
315 N. 7th St., St. Louis 1
Tel.: Garfield 4080
Radio Dept.: Samuel Westheimer, radio director; W. B. Harris, timebuyer.

WEST-MARQUIS INC.
1220 Wilshire Blvd., Los Angeles 14
Tel.: Madison 7758
Radio Dept.: J. Scoggin: T. Jenks.
San Francisco 5—785 Market St. Tel.: Garfield 1716. James DePauli, manager.
Seattle 4—Dexter Horton Bldg. Tel.: Seneca 5269. Willis Wiley, manager.
Portland 4—Multnomah Hotel, Richard Stanton, manager.
Salt Lake City 1—Axelsen Agency, Walker Bank Bldg., Mr. Thomas Axelsen, manager.

WESTON-BARNETT INC.
217 W. Fifth, Waterloo, Ia.
Tel.: 4677
Chicago 11—520 N. Michigan. Tel.: Whitehall 7725. A. C. Barnett, vice president.
Radio Accounts: American Bird Products (N); Walker Remedy Co. (S); Iowa Soap Co. (S); Corn Co. (S); Heisler Mfg. Co. (S).

TOM WESTWOOD ADV. AGENCY
416 W. 8th St., Los Angeles 14
Tel.: Trinity 8496
Radio Dept.: Tom Westwood, account executive; Eunice Sanolt, secretary; Ekie Herzberg, bookkeeper, Agnes Bennett, traffic manager.
Radio Accounts: Voice of China (S); S. Calif. Lutheran Hour; Hebrew Christian Hour. Wings of Healing; Marion Reynolds; Lutheran Hour; Little & Martin.

WARD WHEELOCK COMPANY
Lincoln-Liberty Bldg., Philadelphia 7
Tel.: Rittenhouse 6-7500
New York 22—444 Madison Ave. Tel.: Plaza 3-7120.
Hollywood 28—Guaranty Bldg. Tel.: Hillside 9221. Diana Bourbon, manager.
Radio Accounts: Campbell Soup Co. (N); Stephen F. Whitman & Son, Inc.

WHITE ADVERTISING AGENCY
Pythian Building, Tulsa 3
Tel.: 3-8416
Radio Dept.: L. E. White, Jr., Marguerite Hyden, radio director.
Radio Accounts: Ed Wright Tire Co. (S); Tulsa Tire Service (S); Dan Burton Laundry (S); Bareco Oil Co. (S); Rev. Oral Roberts (S); Doenges Motors Inc. (S).

(Continued)

ADVERTISING AGENCIES HANDLING RADIO AND TV ACCOUNTS
(Continued)

CHARLES A. WHITE, JR. & CO.
1128 Widener Building, Philadelphia 7
Tel.: Rittenhouse 6-1236
Radio Dept.: Charles A. White Jr., president and account executive; Maxham Metcalf, production manager; Hal S. Lamb, radio television director & account executive; Robert S. Kapmann, account executive & service director.

WILEY, FRAZEE & DAVENPORT INC.
41 E. 50th St., New York 22
Tel.: Murray Hill 8-1700
Radio Dept.: Walter W. Wiley, television director; Harold D. Frazee, radio director; Dorothy Wiley, timebuyer; S. John Cousins, account executive.
Radio Accounts: Morton Products Inc.; E. J. Flegenheimer Inc.; Robinson-Lloyds Ltd.

WILHELM - LAUGHLIN - WILSON & ASSOC.
Esperson Bldg., Houston 2
Tel.: Capitol 2287
Radio Dept.: Stephen R. Wilhelm, managing director; William C. Bryan, radio director, John White, account executive; Virginia Wilton, copy chief.
Dallas—1319 Young St. Tel.: Central 6718. Don L. Baxter, manager.
Memphis—Three Sisters Bldg. Tel.: 37-0431. John Ward, manager.
New York—57 Park Ave. Tel.: Murray Hill 9-3194, Howard Persons, manager.
Radio Accounts: Central Power & Light Co. (S); Gulf Brewing Co. (N); Houston Lighting & Power Co. (S); Houston Transit Co. (N); Earl MacMillian (S); Sears, Roebuck & Co. (N-S); Sraus-Frank Co. (N).

WILLIAMS ADVERTISING AGENCY
347 Fifth Ave., New York 16
Tel.: Murray Hill 3-8592
Radio Dept.: William Shields, account executive.
Los Angeles 14—1140 Wilshire Blvd. Tel.: Michigan 3468.

WILLIAMS & SAYLOR INC.
271 Madison Ave., New York 16
Tel.: Lexington 2-3493
Radio Dept.: Mrs. I. Randall, timebuyer.

HARRY G. WILLIS & ASSOCIATES
110 W. Broadway, Glendale 4
Tel.: Chapman 5-3325
Radio Dept.: Pearl S. Willis, radio director & timebuyer.

THOMAS C. WILSON ADVERTISING AGENCY
33 E. Truckee River Lane, Reno, Nev.
Tel.: 21124
Radio Dept.: Thomas C. Wilson, Jack T. Myles, account executives; William T. Atkinson Jr., media director; Alberta Brune[illegible] production manager & timebuyer.
Radio Accounts: Bonanza Air Lines (R); Gray Reid Wright Co. (S); Harold's Club (S); Chism Ice Cream Co. (S); Reno Brewing Co. (S).

WILSON, HAIGHT & WELCH INC.
10 Allyn St., Hartford 3, Conn.
Tel.: 2-3208
Radio Dept.: Ronald W. Donahue, Jesse J. Haight, Jarvis W. Mason, Howard C. Wilson, Joseph D. Bates, account executives.
New York—220 E. 42nd St. Tel.: Murray Hill 7-8780. A. J. Welch, vice-president.

WILTMAN & CALLAHAN
Benedum Trees Bldg., Pittsburgh 22
Tel.: Atlantic 1892
Radio Dept.: Stanley Schultz, director radio and television; M. W. Jett, manager of media dept.; John Schnecker, copy chief; Herman Melville, vice president in charge of account executives.
Radio Accounts: Breakfast Cheer Coffee (N); Oswald and Hess Meats (N); Polling Rock Beer (N); Steelworkers of America-CIO (N); Republic Oil Refining Co. (N); Zevger Milk (S); Darlington Nurseries (S); Pittsburgh Sun-Telegraph (S); Keystone Chipsteaks Co. (R); Hawkinson Treads (R); Tru-Tread Tires (S); Purity Soap (R); Bennet Clothes (S); Matthew Lawrence Corp. (N); L. C. Rossen Co. (R).

PAUL WINANS ADVERTISING
426 S. Spring St., Los Angeles 13
Tel.: Michigan 3884
Radio Dept.: Paul Winans, timebuyer.

WINIUS-DRESCHER-BRANDON INC.
1706 Olive St., St. Louis 3
Tel.: Chestnut 6380
Radio Dept.: Vernon L. Morelock, vice-president, radio and television director; Shirley Crespi, assistant radio director; Betty Landau, traffic.
New Orleans 12—Canal Bldg. Tel.: Raymond 0845. Walter Winius, radio director.
Radio Accounts: American Packing Co. (S); Emerson Electric Mfg. Co. (S); Boatman's Nat'l. Bank (S); Jackson Brewing Co. (S); Missouri-Kansas-Texas Railroad Co. (S); Endicott Johnson Shows (S).
Television Accounts: American Packing Co.; M-K-T Railroad; Jackson Brewing Co.

N. A. WINTER ADVERTISING AGENCY
Paramount Bldg., Des Moines 9, Iowa.
Tel.: 4-9154
Radio Dept.: N. A. Winter, director and account executive; Bryce Spruill, Bill Winter, account executives.

FRED WITTNER ADVERTISING
2 W. 45th St., New York 19
Tel.: Vanderbilt 6-0560
Radio Dept.: Mack Leblang, general manager.

WOLFE-JICKLING-DOW & CONKEY INC.
76 W. Adams St., Detroit 26
Tel.: Cadillac 1865
Radio Dept.: James A. Christensen, radio and television director; Cyrilla Anderson, ass't radio director; J. G. Sherman, assistant director; Patricia Tobin, women's features; Ralph L. Wolfe, sales director; Ruth Rice, continuity; Florentine Urban, radio-TV sales contact.
Radio Accounts: The J. L. Hudson Co. (S).
Television Accounts: The J. L. Hudson Co.; Schafer Bakeries, Inc.

ED WOLFF & ASSOCIATES
Taylor Bldg., Rochester 4
Tel.: Stone 0191
Radio Dept.: Al Scheible, radio director.

LESTER "L." WOLFF INC.
14 E. 39th St., New York 16
Tel.: Murray Hill 9-1440
Radio Dept.: Lester "L." Wolff, radio director; Charlotte Conkle, timebuyer; Harry Carter, account executive.
Radio Accounts: Trader Horn (S); Beacon Co. (S); Manchester Mills (S); Associated Food Stores (S); Emmet Food Stores (S); Walter Reade Theaters (S); Marathon Paper (S); Manhattan Kreole (S); Congress Motors (S).

WOOD & GRACE INC.
525 Market St., San Francisco
Tel.: Exbrook 2-3412

THE ALBERT WOODLEY CO.
500 Fifth Ave., New York 18
Tel.: Wisconsin 7-0380
Radio Dept.: Albert Woodley, program director; Edith M. Knoth, timebuyer.
New Haven—205 Church St. Tel.: New Haven 5-2919.
Radio Accounts: The New Haven Savings Bank.

WOODWARD AND FRIS, ADVERTISING
24 James St., Albany 7, N. Y.
Tel.: 4-5007
Radio Dept.: Mary Elizabeth Gaynor, radio director; Barbara H. Lewis, assistant radio director.
Radio Accounts: First Trust Co.; Albany Savings Bank; McMands & Riley (S); Albany Public Market; Dobler Brewing Co. (S).

WORLD WIDE ADV. CORP.
11 W. 42nd St., New York 18
Tel.: Longacre 5-4500
Radio Account: National Transportation Co., Parmelee System (S).

WORTMAN, BARTON & GOOLD INC.
345 Madison Ave., New York 17
Tel.: Murray Hill 4-2757
Radio Dept.: E. B. M. Wortman, president, account executive; Hortense Essler, timebuyer.
Radio Accounts: Book-of-the-Month Club; Parents Institute.

Y

THE RALPH YAMBERT ORGANIZATION
840 Seward St., Hollywood 38
Tel.: Hillside 3159
Radio Dept.: Ralph Yambert, radio director, account executive, owner; Robert Tigerman, media director.

M. M. YOUNG ADV.
210 W. 11th St., Los Angeles 15
Tel.: Richmond 7-2676
Radio Dept.: Maurice M. Young, radio director; Irene Velozquez, timebuyer.
Radio Accounts: Capistrano Beach Properties (S); O. Nicholas Gabriel (S).

ROBT. B. YOUNG ADVERTISING AGENCY
625 Market St., San Francisco 5
Tel.: Sutter 1-5411
Radio Dept.: Pat O'Neill, radio director; Robert B. Young, Irving C. Cotanch, account executives.

YOUNG & RUBICAM INC.
285 Madison Ave., New York 17
Tel.: Murray Hill 9-5000
Radio Dept.: Sylvester L. Weaver, vice president & director of radio an television; Everard W. Meade, vice president & manager of radio & television; Joseph A. Moran, vice-president & associate director of radio Frederic Wile, supervisor radio operations; Rodney Erickson, supervisor producer-editor ("We the People") William E. Forbes, supervisor-television; Lindsay MacHarrie, supervisor daytime radio; John L. Swayze Jr., supervisor (commercial writers) Harry Rauch, manager radio publicit department; Carlos A. Franco, manager radio station relations and associate director of radio; Frank Coulter Jr., assistant manager radio statio relations; Joseph S. Lincoln, Lorrain V. Ruggiero, Carolyn Turner, Russel A. Young, timebuyers.
Chicago 1—333 N. Michigan Ave. Tel. Central 9389. Philip Bowman, radi director; E. W. Feare, traffic manager
Detroit 26—Penobscot Bldg. Tel.: Cadillac 0067. Vance Nicks, media director and vice president.
San Francisco 4—235 Montgomery S Tel.: Douglas 2-6977. Edward Merrill, manager.
Hollywood 28—6253 Hollywood Blv Tel.: Hollywood 2734. Walter Bunke manager of radio department.
Montreal—University Tower. Tel.: Plateau 4691. A. R. McGill, manager.
Toronto—80 King St. West. Tel.: Elgi 5347. W. D. Byles, supervisor.
Mexico, D. F.—Edijo 7—Sexto Piso 711 Tel.: Erikson 12-11-11. Luis Gurza radio director.
London—24 St. James St., S.W.1. Tel. Whitehall 9941. George D. Bryson managing director.
Radio Accounts: The Borden Co. (N-S) Bristol-Myers Co. (N-S): Centa Co. (N); Celanese Corp. (S); Gener Electric (N); General Foods (N-S Gulf Oil Corp. (N-S); Internation Silver Co. (N); Hunt Foods In (S); Duffy-Mott Co. Inc. (S); Joh F. Jelke Co. (S); Lever Bros C (N); Thomas J. Lipton Inc. (N-S) Metropolitan Life Insurance Co. (S) Pepsi-Cola Co., Everess Product (S); Petri Wine Co. (N); Purity Bakerie (S); Rath Packing Co. (S); Sanforized (S).
Television Accounts: The Borden Co.; Bristol-Myers Co.; Gulf Oil Corp.

Z

DAVID ZIBMAN ADVERTISING
1520 Locust St., Philadelphia 2
Tel.: Kingsley 5-0321
Radio Dept.: David Zibman, president and timebuyer.

ZIMMER-KELLER INC.
28 W. Adams St., Detroit 26
Tel.: Cadillac 9151
Radio Account: Stroh Brewery Co. (S).

THE ZLOWE CO.
507 Fifth Ave., New York 17
Tel.: Vanderbilt 6-4885
Radio Dept.: Pauline Mann, in charge of media.

CANADIAN ADVERTISING AGENCIES

ARDIEL ADV. AGENCY LTD.
371 Bay St., Toronto, Ont.
Tel.: Waverley 2345
Radio Dept.: Clark Wright.
Hamilton—37 James St. S. Tel.: 2-8524. S. P. Westaway, manager.

ATHERTON & CURRIER INC.
100 Adelaide St. W., Toronto 1, Ont.
Tel.: Adelaide 5418
Radio Dept.: Alf Lewis, radio director; Stella Salapata, assistant; W. J. Flynn, timebuyer.

ATLANTIC ADVERTISING AGENCY LTD.
Main St., Sackville, N. B.
Tel.: 60 & 15
Radio Dept.: C. F. Johns, president, production manager and radio director.

THE BAKER ADVERTISING AGENCY LTD.
522 University Ave., Toronto 2, Ont.
Tel.: Adelaide 5315
Radio Dept.: Jack F. Horler, radio director; Hazel A. Blair, assistant radio director; Jean Honour, timebuyer.
Montreal—1557 'MacKay St., Gabriel Langlais, manager.
Radio Accounts: General Foods Ltd. (S); Canadian Chewing Gum Sales Ltd. (S); White Laboratories Inc. (S); Carnation Company Ltd. (N); Murine, Inc. (S); Teenyears Products Co. (S).

BROADCAST ADVERTISINC CO.
44 Sherbourne St., Toronto 5, Ont.
Tel.: Michigan 3889
Radio Dept.: Don H. Copeland, general director.

CANADIAN ADVERTISING AGENCY LTD.
Sun Life Bldg., Montreal 2, P. Q.
Tel.: Plateau 8046
Radio Dept.: Michel Normandin, radio director.
Toronto—69 Younge St. Tel.: Adelaide 3051. S. B. Smith, manager.
Vancouver, B. C.—Province Bldg. Tel.: Tatlow 1938. R. M. Dagg, manager.
Kelowna, B. C.—Tel.: 604. Miss S. Thompson, manager.
Radio Accounts: B. C. Tree Fruit Growers Assn. (S); N. G. Valiquette Ltd. (S); Viau Ltd. (S); City of Montreal (S); Andrew Baile & Co. Ltd. (S); Canadian Arena Co. (S); Domestic Brands Inc. (S); Familex Products Co. (N); C. W. Lindsay & Co. Ltd. (S); Milk Distributors Assn. of P. Q. (S); Julius Kayser & Co. Ltd. (S); Canada Drug Co. Ltd. (S); World Wide Chewing Gum Co. (S); Laval Transport Ltd. (S).

GARRY J. CARTER OF CANADA, LTD.
394 Bay St., Toronto, Ont.
Tel.: Waverly 4635
Radio Dept.: Garry J. Carter, radio director; Bob Howe, Lloyd Coutts, account executives.
Radio Accounts: Walter Thornton of Canada Ltd. (S); Met-Wo Industries Ltd. (S); P. S. Bustin Drug Co. (S); Siberry's Ltd. (S); Anne Graham Logan (S); Blue Top Brewing Co. Ltd. (S); Paige Credit Jewelers Ltd. (S); Stoney's Car Markets (S); Taylors Service Stores (S).

COCKFIELD, BROWN & CO. LTD.
Canada Cement Bldg., Montreal 2, Que.
Tel.: Harbour 4171
Radio Dept.: R. W. de L. Harwood.
Toronto, Ont.—Metropolitan Bldg. Tel.: Elgin 9201. T. L. Anderson, vice-president and managing director; C. W. McQuillin, radio director; J. A. Savage, P. C. Logan, timebuyers.
Vancouver, B. C.—Royal Bank Bldg. Tel.: Pacific 7557. Peter M. Downes.
Winnipeg, Man.—Electric Railway Chambers. Tel.: 93-538. Murray Turner, manager; L. G. Holmes, radio directcr.
Radio Accounts: Kennedy Mfg. Co.; Bell Telephone Co.; Ex-Lax Ltd.; National Drug & Chemical Ltd.; Molson's Brewery Ltd.; Canadian Marconi Ltd.; Campbell Soup Co. Ltd.; Nabob Food Products Ltd.; Sherwin-Williams Ltd.; Canada Packers Ltd.; Hudson's Bay Co.; Laura Secord Candy Shops; Christie Brown Co.; Daggett & Ramsdell; Maple Leaf Milling; Miles Laboratories; Shirriff's Ltd.; Socony-Vacuum; York Knitting Mills; Massey Harris.

DANCER-FITZGERALD-SAMPLE LTD.
Royal Bank Bldg., Toronto, Ont.
Radio Dept.: John S. Crosbie, director of radio and account executive.
Radio Accounts: Procter & Gamble Co. of Canada Ltd.; Campbell Soup Co. of Canada Ltd.; Sterling Drug (Canadian) Ltd.

A. J. DENNE & CO. LTD.
90 King St. W., Toronto, Ont.
Tel.: Elgin 3444
Radio Dept.: R. O. McKeown, manager; A. J. Denne, W. M. Findlay, E. R. White, account executives; L. Ryan, timebuyer.
Radio Accounts: Dodds Medicine Co. Ltd.; Wilson Ltd.

FERRES ADV. SERVICE
63 Duke St., Hamilton, Ont.
Tel.: 3-1116
Radio Dept.: Boyd Heaven
Radio Accounts: National Whilose of Canada, Ltd. (N); E. D. Smith & Co. Ltd.

JAMES FISHER CO. LTD.
204 Richmond St., W. Toronto 1, Ont.
Tel.: Waverly 8091
Radio Dept.: David M. Fenn, timebuyer; H. M. Duff, N. V. Peterson, account executives; Allan L. Thompson, president.
Montreal—679 Belmont St. Tel.: Lancaster 1205. G. Humphrys, manager.
Radio Accounts: W. G. Patrick & Co.; Kist (Canada) Ltd. (S); W. Symington & Co., Ltd. (S); Victory Mills Ltd. (S); Thor-Canadian Co., Ltd. (S); Tide-Water Oil Co. (S).

HARRY E. FOSTER ADVERTISING LIMITED
King Edward Hotel, Toronto, Ont.
Tel.: El. 6373

Radio Dept.: G. Forsyth, director; R. B. Wakely, radio department manager; Miss Mary Newton, timebuyer.
Montreal, Que.—128 Sun Life Bldg. J. C. Nicholls, manager.
Vancouver, B. C.—119 W. Pender St. Leagh Webster.
Halifax, N. S.—612 Barrington St. Ervin S. Murray.
Radio Accounts: Colgate-Palmolive-Peet Co. Ltd.; The Globe and Mail; Imperial Tobacco Sales Co. of Canada Ltd.; Dr. Jackson Foods Limited; Northern Electric Co. Ltd.; Royal Winter Fair; The Robert Simpson Co. Ltd.; Smith Brothers; Supertest Petroleum Corp. Ltd.; George Weston Limited.

J. J. GIBBONS LTD.
200 Bay St., Toronto, Ont.
Tel.: Elgin 2111

Radio Dept.: J. A. MacTaggart, radio director.
Montreal, Que.—Dominion Sq. Bldg. Tel.: Harbour 6207. H. M. Reid.
Regina, Sask.—Leader Bldg. Tel.: 6-141. S. Wayte.
Calgary, Alta.—Renfrew Bldg. Tel.: M 5437. Reg. G. Smith.
Edmonton, Alta.—Northern Investment Bldg. Tel.: 27-512. J. H. Fulton.
Winnipeg, Man.—Scott Block. Tel.: 97-373. A. B. Johnston.
Vancouver, B. C.—Province Bldg. Tel.: Pacific 0157. Dave Crawford.
Radio Accounts: Underwood Ltd.; Drug Trading Co.; J. M. Schneider Ltd.; Ogilvie Flour Mills Co. Ltd.; Sherwin-Williams Co. of Canada Ltd.; Canada Paint Co. Ltd.; Canadian Waterpaints Ltd.; Champ Laboratories Corp.

THE F. H. HAYHURST CO. LTD.
38 King St. W., Toronto 2, Ont.
Tel.: Elgin 9263

Radio Dept.: Robert D. Amos, radio director.
Montreal—1405 Peel St. Tel.: Marquette 2212.
Radio Accounts: American Safety Razor (S); Bromo-Seltzer Co. (N-S); Blatchford Feeds(S); British Ceramics and Crystal (Canada) Ltd.; Canadian Canners; Dr. A. W. Chase Medicine Co. (S); F. W. Fitch Co. (S); G. T. Fulford Ltd.; G & W Antifreeze (S); Hudson's Bay Co. Lavoline Cleanser (S); Lektrolite Corp. (S); Meccano Ltd. (S); Pierces Proprietaries; Rit Dyes (S); Saratoga Potato Chips (S); Vi-Tone Products Ltd. (S); Templeton's Ltd.

L. J. HEAGERTY LTD.
19 Melinda St., Toronto, Ont.
Tel.: Adelaide 1186

Radio Dept.: L. J. Heagerty, Helen Whitcombe, Bruce Butler.
Radio Accounts: Colgate-Palmolive-Peet Co. Ltd. (S); Aurine (S).

RUSSELL T. KELLEY LTD.
447 Main St. E., Hamilton, Ont.
Tel.: 2-1155

Radio Dept.: R. T. Kelley.
Montreal, Que.—480 Lagauchetiere St., W. Tel.: Plateau 5025. E. W. Desbarats, manager.
Vancouver, B. C.—Dominion Bank Bldg. M. J. O'Brien, manager.
Toronto, Ont.—86 Adelaide St. E. Tel.: Elgin 6415. J. M. Bingham, manager; C. W. Scarlett, radio director.
Radio Accounts: Lou Heft Inc.; McLarens Ltd.

LOCKE, JOHNSON & CO. LTD.
Harbour Commission Bldg., Toronto 1, Ont.
Tel.: Elgin 6271

Radio Dept.: Elton Johnson, director; J. E. Mumford, timebuyer; Gordon Hill, account executive.
Radio Accounts: Canadian National Carbon Co. Ltd. (N); Henry Birks & Sons Ltd. (S); Mantle Lamp Co. (N); Consumer's Gas Co. (S); Robt. Simpson Co. Ltd. (N); Remington Rand Ltd. (S); Farm Service Force (S); Imperial Optical Co. (N).

JAMES LOVICK & CO. LTD.
535 Homer St., Vancouver, B. C.
Tel.: Tatlow 3371

Radio Dept.: Frederick J. McDowell, radio director; Florence Asson, producer; Lawrence Duncalf, writer.
Calgary—506 Maclean Block. Tel.: Main 4445.
Toronto—11 Jordan St. Tel.: Adelaide 8203.
Montreal—1396 St. Catherine St. Tel.: Marquette 2886.
Radio Accounts: B-A Oil Co. Ltd. (N-S); Burns & Co. Ltd. (N-S); Canada Nut Co. (S); Nelson's Laundries (S); Nabob Foods Ltd. (N).

McGUIRE ADVERTISING LTD.
Canadian Bank of Commerce Bldg., Windsor, Ont.
Tel.: 2-7297
Radio Dept.: J. P. Walsh, radio director; M. C. Chapman, timebuyer.

MacLAREN ADVERTISING CO. LTD.
372 Bay St., Toronto, Ont.
Tel.: Elgin 0321
Radio Dept.: C. M. Pasmore, M. Rosenfeld, H. Horler, V. D. L. Dyer.
Montreal—Dominion Square Bldg. Tel.: Plateau 9556. Henri Poulin.
Winnipeg—Electric Railway Chambers. Tel.: 93-321. E. P. Thomson.
Vancouver—Province Bldg. Tel.: Marine 6268. W. D. M. Patterson.
Radio Accounts: Adam Hats Ltd. (S); Bulova Watch Co. Ltd. (S); Canadian General Electric Co. Ltd. (S); Christie Brown & Co. Ltd. (S); Imperial Oil Ltd. (N-S); S. F. Lawrason Co. Ltd. (S); Peoples Credit Jewelers Ltd. (N-S); Tuckett Ltd. (N-S); Henry K. Wampole & Co. Ltd. (S); Dalgish Chemicals Ltd. (N-S); General Motors of Canada (S); Sutcliffe & Bingham (S); People's Credit Clothiers (S).

McCONNELL, EASTMAN & CO. LTD.
University Motors Bldg., Toronto, Ont.
Tel. Adelaide 7004
Radio Dept.: E. Gould, radio director; M. O'Donoghue, assistant
Montreal—Dominion Square Bldg. Tel.: Plateau 1146. J. E. McConnell Jr., manager.
Winnipeg—Confederation Life Bldg. Tel.: 93317. B. McCrea.
Vancouver—Stock Exchange Bldg. S. Griffis, manager.
London, Ont.—Huron & Erie Bldg. Tel.: Metcalfe 544. J. E. McConnell, manager.
Radio Accounts: Tip Top Tailors, Ltd.; Pratt Food Co. of Canada, Ltd.; Herman & Co.; National Dry Ltd.; London Life Insurance Co.; Libby, McNeil & Libby of Canada Ltd.; McCormick's Ltd.; Perfect Circle Co.; St. Lawrence Starch Co. Ltd.; Canadian Oil Co. Ltd.; Muirhead's Cafeterias Ltd.; Honey Dew Coffe Shops; Swift-Canadian Co. Ltd. (Cleanser Div.); Paulin Chambers Ltd.; Barker's Ltd.; Willards Chocolates Ltd.; Robin Hood Flour Mills Ltd.

McKIM ADVERTISING LTD.
320 Bay St., Toronto 1, Ont.
Tel.: Elgin 5351
Radio Dept.: E. W. Brodie, radio director; F. C. Flint, timebuyer; G. Henderson.
Montreal, Que.—Dominion Square Bldg. Tel.: Lancaster 5192. James Baxter.
Winnipeg, Man.—Paris Bldg. A. A. Brown, manager.
Vancouver, B. C.—Province Bldg. Tel.: Marine 3284. W. J. Sandstrom, manager.
Radio Accounts: General Dry Batteries of Canada Ltd.; Langley's Ltd.; Purity Flour Mills Ltd.; Templeton's Ltd.; A. Wander Ltd.; Canadian Bankers' Association; International Paints (Canada) Ltd.; National Drug & Chemical Co. of Canada Ltd.; Laurentian Agencies Ltd.

METROPOLITAN BROADCASTING SERVICE LTD.
21 Dundas Square, Toronto 1, Ont.
Tel.: Adelaide 0181
Radio Dept.: Don E. Wright, manager; W. Len Smith, account executive; Harvey Dobbs, producer.

MUTER-CULINER LTD.
74 King St. E., Toronto, Ont.
Tel.: Waverly 3438
Radio Dept.: Maureen Korman, radio director; G. M. Frankfurter, J. W. Culiner, A. A. Muter, Alan Roe, account executives.

O'BRIEN ADVERTISING LIMITED
Dominion Bldg., Vancouver, B. C.
Tel.: Pacific 9174
Radio Dept.: James S. Beard, radio director; Noreen Kerr, timebuyer; R. C. Kenmuir, account executive.
Radio Accounts: B. C. Electric Railway Co.; Vancouver Daily Province; Committee for Industrial Progress; Associated Frozen Foods.

WILLIAM R. ORR & CO.
44 Victoria St., Toronto, Ont.
Tel.: Adelaide 4331
Radio Dept.: Robert G. Tufts, William R. Orr, Clifford P. Sutcliffe, account executives.
Radio Accounts: Plymouth Cordage Co. (S); Trull Funeral Homes (S); J. A. Haugh Mfg. Co. (S); Elias Rogers Co. Ltd. (S); Longworth Milling Co. Ltd. (S); Cities Service Oil Co. Ltd. (S).

THORNTON PURKIS ADV. AGENCY
330 Bay St., Toronto, Ont.
Tel.: Adelaide 3762
Radio Dept.: Miss Gladys Race.
Montreal—Dominion Square Bldg. Tel.: Plateau 8881. Thomas L. Marchant.

(Continued)

DOROTHY SHAY
IN "SPOTLIGHT REVUE"
BOB CROSBY
"CLUB 15"
GRACE MATTHEWS
"BIG SISTER"
JACK SMITH
"JACK SMITH SHOW"
JANE FROMAN
"THE PAUSE THAT REFRESHES ON THE AIR"
KATHERINE BARD
"CLAUDIA"
1010

Top shows plus 50,000 watts make CFRB your best buy in Ontario!

Now 50,000 watts — a new high in good listening!

The shows on CFRB, Toronto, are varied to make the *widest* possible appeal to Ontario listeners. This balanced programming has *always* ensured high listenership in Canada's richest market area—and now, CFRB's 50,000-watt power (since September 1st) is carrying CFRB shows to more people than ever! More than ever, CFRB is your No. 1 buy in Canada's No. 1 market!

CFRB *Ontario's favourite radio station*

CANADIAN ADVERTISING AGENCIES HANDLING RADIO ACCOUNTS
(Continued)

E. W. REYNOLDS & CO.
145 Yonge St., Toronto, Ont.
Tel.: Waverly 6157
Radio Dept.: Howard C. Caine, radio director.
Radio Accounts: Canadian Co-operative Wool Growers Ltd. (S); Otaco Limited (S); T. Sisman Shoe Co. Ltd. (S); Dr. Ballard's Animal Foods Ltd. (S); West York Motors Ltd. (S).

RONALDS ADV. AGENCY LTD.
1440 St. Catherine St., Montreal 25 Que.
Tel.: Plateau 4803
Radio Dept.: Frank Starr, radio director; S. B. Hayward, assistant.
Toronto, Ont.—New Wellington Bldg., Tel.: Adelaide 0237. R. J. Avery, radio director.
Radio Accounts: Bristol-Myers Co. (N); McColl Frontenac Oil Co. Ltd. (N); Dominion Corset Co. (S); United Rexall Drug Co. Ltd. (S); L. K. Liggett Co. Ltd. (S); Canadian Industries Limited (Paint & Varnish); Canadian Industries Ltd. (Agricultural Chemicals); Heaters Ltd.; Canadian Arena Co.; Canada Packers; Niagara Finance Co. Ltd.; Trans-Canada Credit Corp. Ltd.; Tintex; Mt. Royal Hotel; Montreal Shoe Stores Ltd.: Dominion Govt. (Depts. of National Defence, Revenue, Finance).

RUTHRAUFF & RYAN INC.
2 Toronto St., Toronto, Ont.
Tel.: Plaza 1515
Radio Dept.: S. Ramsay Lees, radio director.

R. C. SMITH & SON LTD.
80 King St. W., Toronto, Ont.
Tel.: Elgin 9396
Radio Dept.: G. Alec Phare, radio director.
Radio Accounts: Gilson Mfg. Co.; Perfection Corset Co. Ltd.

SPITZER & MILLS LTD.
19 Richmond St., West, Toronto 1, Ont.
Tel.: Waverly 1151
Radio Dept.: Ralph Hart, radio director; Ross McCreath, assistant.
Montreal—1010 St. Catherine St., W. Tel.: Plateau 7924. Paul Corbell; Donald McCrimmon and V. L. Hanna, group supervisors.
Vancouver, B. C.—675 W. Hastings St. Tel.: Pacific 2102.
Winnipeg, Manitoba—384 Portage Ave.
Radio Accounts: Colgate-Palmolive Peet (N); Quaker Oats Co. of Canada Ltd. (S); Family Fair Ltd. (N); Bell Telephone Co. Ltd. (S); Fruitatives Ltd. (S); California Fruit Growers (S); RCA Victor Ltd. (N); Toni Inc. (N-S).

HAROLD F. STANFIELD LTD.
1010 St. Catherine St., Montreal, Que.
Tel.: Plateau 9777
Radio Dept.: Reg Geary, director; Wallace Tilford, timebuyer.
Toronto, Ont.—67 Richmond St. W. Tel.: Elgin 0477. Scott Fyfe, manager.
Vancouver, B. C.—675 W. Hastings St. Volney Irons.
St. John, N. B.—Royal Security Bldg. K. M. Jones, manager.
Edmonton, Alta.—Merrick Bldg. T. C. Schofield.

STEVENSON & SCOTT LTD.
660 St. Catherine St. W., Montreal, Que.
Tel.: Harbour 4131
Radio Dept.: H. E. Smith, Miss M. T. Young.
Vancouver, B. C.—402 W. Pender St. Roy Hunter, manager.
Toronto, Ont.—100 Adelaide St. W. Tel.: Adelaide 1166. Hazel Kelly, manager.
Radio Accounts: Montreal Standard; Harrison Brothers Ltd.; Maple Leaf Anti-Freeze; Burgess Battery Co.; Canadian Fairbanks Morse Co. Ltd.; Dunn Sales Ltd.; Ascot Coal Co.; Starkman Chemists; George Weston Ltd.

STEWART-LOVICK & MacPHERSON LTD.
198 W. Hastings St., Vancouver, B. C.
Tel.: Pacific 3531
Radio Dept.: F. McDowell, radio director.
Montreal—1516 Mountain St. Tel.: HA. 4960.
Toronto—88 Richmond St. W. Tel.: Waverley 8648. R. R. Threlfall, manager; Miss M. Carroll, radio director.
Edmonton, Alta.—Birks Bldg. Tel.: 2-3264.
Calgary, Alta.—337 8th Ave. West. Tel.: Main 1432.
Regina, Sask.—Veteran Block. Tel.: 2-1382.
Winnipeg—Somerset Bldg. Tel.: 9-7072.
Radio Accounts: Kelly-Douglas & Co. (N); Canadian Bakeries Ltd. (N); Evans-Coleman-Evans (S); Burns & Co. Ltd. (S); B. C. Packers Ltd. (S); Canada Nut Co. (S); Gilley Bros. (S); Hammond Furniture (S); British-American Oil (N); Western Canadian Greyhound (S); Westons Bread & Cake (S); Canada Packers Ltd. (S); Sunland Biscuit Co. (S).

TANDY ADVERTISING AGENCY LTD.
204 S. Richmond St., West, Toronto 1, Ont.
Tel.: Adelaide 6362
Radio Dept.: A. C. Haight Jr., radio director.
Radio Accounts: Bridgeport Brass Co. (S); Continental Casualty Co. (S); Midland Chamber of Commerce (S); Multifax Enterprises Ltd. (N-S); Mulveny Remedies Ltd. (S); Frank O'Hearn (S); Sun Oil Co. Ltd. (S); Super Pufft Popcorn (S).

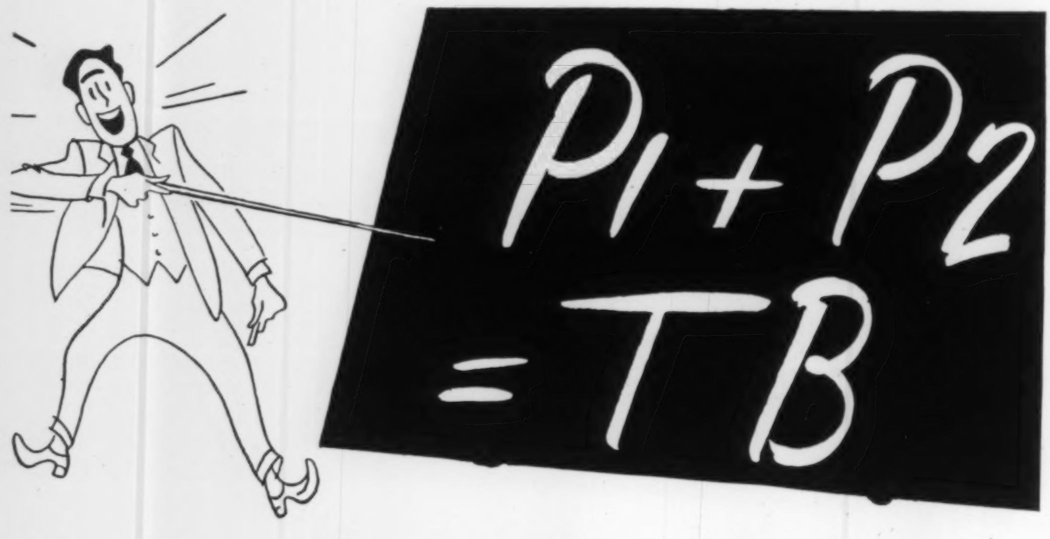
VICKERS & BENSON LTD.
Keefer Bldg., Montreal, Que.
Tel.: Plaza 5051
Radio Dept.: Miss Jeanne Berube, timebuyer.
Toronto, Ont.—Reford Bldg. Tel.: Waverly 1603. C. M. Mutch, R. W. Ball, account executives; T. W. Kober, radio director.
Radio Accounts: Lipton's Teas; S. C. Johnson & Son Ltd.; Dominion Seven-Up Co. Ltd.; D. L. & W. Coal Co.

WALLACE ADV. LTD.
Roy Bldg., Halifax, N. S.
Tel.: B-7557
Radio Dept.: F. R. Wallace.

WALSH ADV. CO. LTD.
Guaranty Trust Bldg., Windsor, Ont.
Tel.: 2-7224
Radio Dept.: R. A. Mason, radio director.
Toronto—Concourse Bldg. Tel.: Adelaide 3055. E. G. Weaver.
Montreal—University Tower Bldg. Tel.: Plateau 9811. L. Cox.
Radio Accounts: Wm. Wrigley Jr. Co. Ltd.; Ascot Clothes Ltd.; Wesco Water Paints.

WHITEHALL BROADCASTING LTD.
Dominion Square Bldg., Montreal, Que.
Tel.: Lancaster 6500
Radio Dept.: W. L. Charland, president; Mary E. Moran, timebuyer; Claude Sutton, producer.

YOUNG & RUBICAM LTD.
660 St. Catherine St. W., Montreal, Que.
Tel.: Plateau 4691
Radio Dept.: A. R. McGill, managing director and vice-president; L. C. Arbuthnot, manager; William H. Poole, supervisor of research; Brian Devlin, Mary L. Bruce, copy; Ronald J. Sweeney, media; Phyllis Day, radio.
Toronto, Ont.—80 King St. W. Tel.: Elgin 5347. G. T. Berthon, manager; William McDonald, John Sharp, copy; Bill Byles, supervisor of radio.
Radio Accounts: Best Foods (Canada) Ltd.; Borden Co. Ltd.; International Silver Co. of Canada Ltd.; Whitehall Pharmacal (Canada) Ltd.; Metropolitan Life Insurance Co.; Robin Hood Flour Mills Ltd.; Sterling Drugs (Canadian) Ltd.



the time-buyer's formula

power + programs = "Top Buy"

Here is a priceless combination of elements to give the advertising sponsor the ultimate in results for his dollar—designated in our formula as TB—"Top Buy".

P1=power

On September 1st CJBC, the "better listening" station, shifted to a clear channel—860 on the dial—with increased power of 50,000 watts. This element gives the time-buyer access to almost one-third of Canada's purchasing power in one-quarter of Canada's radio homes.

P2=programs

Here your program keeps high and mighty company, for among the top shows to be heard on CJBC this fall are: Bing Crosby, Clary Settel, Fred Waring, Blondie and Dagwood, Foster Hewitt, Twenty Questions, Don McNeill and the Breakfast Club, Kate Aitken and many others.

CJBC 860 KC

Key Station CBC Dominion Network

Exclusive Sales Representative Horace N. Stovin & Co., Toronto, Canada

Awards and citations listed herewith were presented during 1948 and were not necessarily for that year.

MAJOR RADIO AWARDS and CITATIONS—1948

City College Broadcasting Awards *

Plaques

Top awards for best in class entrants regardless of type of entry, have been awarded to:

WLW Cincinnati, best promotion 1947

GOODYEAR TIRE & RUBBER CO., best program, *The Greatest Story Ever Told*.

Awards of Merit

FREDERIC W. ZIV Inc.
for the creation of the most effective direct-selling, sponsored radio program, *Favorite Story*.

WAAT Newark, N. J.
for the creation of the most effective direct selling sponsored radio program, *Second Honeymoon* (500-1,000 w stations).

CBS
for the creation of the most effective direct selling sponsored radio program, *My Friend Erma*.

RAYSHOW Inc., New York
for the creation of the most effective institutional sponsored radio program, *The Greatest Story Ever Told*.

KUDNER Agency, New York
for the most effective promotion of a national radio program, *The Greatest Story Ever Told*.

CBS
for the most effective promotion of a national radio program, *The Eagles Brood*.

NARRAGANSETT Brewing Co., Cranston, R. I.
for the most effective promotion of a regional or intrastate radio program, *Major League Baseball*.

WOWO Ft. Wayne, Ind.
for the most effective promotion of a regional or intrastate radio program, *Fire*.

COLUMBIA PACIFIC NETWORK
for the most effective promotion of a regional or intrastate radio program, *Menace in White*.

KLX Oakland, Calif.
for the most effective promotion of a local program — hourly news broadcasts.

WKY Oklahoma City
for the most effective promotion of a local radio program, *Oklahoma's Front Page* (5,000 to 10,000 w stations).

KELO Sioux Falls, S. D.
for the most effective all-over radio station promotion (100 to 250 w stations).

KLX Oakland, Calif.
for the most effective all-over radio station promotion (500 to 1,000 w stations).

KMBC Kansas City
for the most effective all over radio station promotion (5,000 to 10,000 w stations).

WLW Cincinnati
for the most effective all-over radio station promotion (50,000 w stations).

MBS
for the most effective all over radio network promotion.

Honorable Mentions

KRLC Lewiston, Ida.
for the creation of an unusually effective institutional, sponsored radio program, *Gossip Time*.

WMAZ Macon, Ga.
for the creation of an unusually effective institutional sponsored radio program, *Because There Is a Georgia*.

CBS
for unusually effective promotion of a regional or intrastate radio program, *We Went Back*.

WOW Omaha
for unusually effective promotion of a regional or intrastate radio program, *Regimented Raindrops*.

WDSU New Orleans
for unusually effective promotion of a local radio program, *Teen Age Book Review*.

WOWO Ft. Wayne, Ind.
for unusually effective promotion of a local radio program, *Texas Relief*.

CBS
for unusually effective all-over national radio network promotion.

WSYR Syracuse, N. Y.
for unusually effective all-over radio station promotion.

*The CCNY Awards are granted annually by a committee of radio editors from the advertising and amusement press, under the Chairmanship of Dr. John Gray Peatman, associate dean CCNY.

duPont Awards *

WBBM Chicago
WFIL Philadelphia
EDWARD R. MURROW CBS analyst

* Cash award of $1,000 to each winner accompanied by embossed recognition plaques. The three annual awards are presented under a special irrevocable and perpetual trust fund, established in 1942 by the widow of Alfred I. DuPont in his memory. Selection committee: Mrs. Alfred I. duPont; Dr. Francis P. Gaines, president of Washington & Lee University; M. H. Aylesworth, Mrs. J. L. Blair Buck, president of the General Federation of Women's Clubs, and Mark Ethridge, publisher of the Louisville, Ky., Courier Journal.

IRE Memorial Awards

IRE Medal of Honor

RALPH BROWN, Director of Research, Bell Telephone Laboratories, for "substantial and important advancement in the science and art of radio communication."

Browder J. Thompson Memorial Prize

W. H. HUGGINS, AAF Radio Engineer
for his paper on "Broadband Noncontacting Short Circuits for Coaxial Lines."

1948 Morris Leibmann Award

S. W. SEELEY, director, RCA Industry Service Laboratories
for "development of ingenious circuits related to freqency modulation."

National Association of Radio News Directors *

KFWB Hollywood
for outstanding gavel-to-gavel coverage of the Republican and Democratic Conventions.

OHIO STATE UNIVERSITY
for a study of listener absorption of newscasts, directed by Dr. Edgar Dale and Paul Wagner, of the University's faculty.

* Awards are granted for outstanding service to radio news.

National Headliners Club Award *

EDWARD R. MURROW, CBS
for the best foreign on-the-spot radio reporting for his coverage of the wedding of Princess Elizabeth and Philip in England.

MORGAN BEATTY, NBC
for outstanding assigned radio reporting for his coverage of the Texas City explosion.

AL WARNER, MBS
for outstanding domestic coverage in his reporting of the Congressional hearings in Washington.

WFIL-TV Philadelphia
for general excellence in the daily presentation of and up-to-the-minute televised newsreel of events taking place the same day as shown.

* Awards are for journalistic achievement during 1947 and are awarded at the annual luncheon of the Headliners in Atlantic City.

Ohio State Awards *

Group I—National Network Programs

RELIGIOUS BROADCASTS
First awards, *The Eternal Light*, NBC; *The Greatest Story Ever Told*, ABC; *Family Theatre*, MBS.

AGRICULTURAL BROADCASTS
First Awards, *The Garden Gate*, CBS; *National Farm and Home Hour*, NBC.

CULTURAL PROGRAMS
First Awards, *CBS Is There*, CBS; *State 48*, CBC.
Honorable Mention, *Quiet Please*, MBS.

MUSICAL
Honorable Mention, *NBC Symphony Orchestra; Orchestras of the Nation*, both NBC.

PUBLIC AFFAIRS
First Awards, *Doorway to Life*, and *CBS Documentary Unit*, both CBS.
Honorable Mention, *MBS Documenttary Programs*, MBS.
Special Citation, *Howard K. Smith from London*, CBS; *The United Nations Today*, United Nations Network for Peace.

CHILDREN'S PROGRAMS
First Awards, *Magic Adventures*, CBC; *Melody Theatre*, MBS.
Honorable Mention, *Tales of Adventure, Let's Pretend*, both CBS; *The Story to Order*, NBC; *Adventure Parade*,.MBS.

ONE TIME BROADCASTS
First Awards, *The Friend and Peter Stuyvestant, Son of Man*, both CBS; *Murder in the Cathedral, The Case Against Cancer*, both CBC.
Honorable mention, *The Ghost and the Bell*, NBC.

Group II—Regional Networks and Organizations, Regional and Clear Channel Stations

RELIGIOUS BROADCASTS
First Award, *World Over Playhouse*, WBNC, New York.

AGRICULTURAL
First Award, *Regimented Raindrops*, WOW Omaha.
Honorable Mention, *Farm Safety*, WKY Oklahoma City.

CULTURAL
First Award, *Music for Marmaduke*, WOWO Ft. Wayne; *The Spoken Word*, WNEW, New York.

PERSONAL AND SOCIAL PROBLEMS
First Award, *New World a'Coming*, WMAC New York; *Divorce*, KLZ Denver.
Honorable Mention, *The Author Speaks His Piece*, WNEW New York.
Special Award, *Report Uncensored*, WBBM Chicago.

PUBLIC ISSUES
First Awards, *Housing—1947*, WNBC New York; *Breaking the Traffic Jam*, WNEW New York.
Honorable Mention, *A Home to Live In*, WMCA New York.

NEWS INTERPRETATION
First Award, *CBS Views the Press*, WCBS New York.

FURTHERING INTERNATIONAL UNDERSTANDING
First Award, *An American University—Princeton*, WOR New York.
Honorable Mention, *Nations on Parade*, WILL Urbana; *UN News Reel*, WQXR New York.

SPECIAL ONE-TIME BROADCASTS
First Award, *Menace in White*, KNX Los Angeles.
Honorable Mention, *Safety in Water*, CKEY Toronto; *All the Kings Men*, KUOM Minneapolis; *Hell or High Water*, KOIN Portland.

CHILDREN'S OUT OF SCHOOL LISTENING
First Awards, *The American Heritage*, WNEW New York; *Fun Time*, WHA Madison, Wis.
Honorable Mention, *Up and Down the Scales*, KSL Salt Lake City; *The Children's Corner*, WIRE Indianapolis.

PRIMARY GRADES SCHOOL BROADCASTS
First Award, *Radioland Express*, WFIL Philadelphia.
Honorable Mention, *Story Period for Junior*, CBL Toronto.

INTERMEDIATE GRADES SCHOOL BROADCASTS
First Awards, *Exploring Music*, WIP Philadelphia; *Music Time*, KMBC Kansas City; *Disease Control*, KDKA Pittsburgh.
Honorable Mention, *There's Fun Afield*, KDKA Pittsburgh; *News of the Week*, WHA Madison, Wis.

JUNIOR AND SENIOR HIGH SCHOOLS
First Award, *Ontario Social Studies*, CBL Toronto and CBC Midwest Network.
Honorable Mention, *Youth Concert Series*, WOSU Columbus.
Special Award, *Little Songs on Big Subjects*, WNEW New York.

Group III—Local Stations and Organizations

RELIGIOUS
First Award, *The Eastern Liturgies*, WEW St. Louis.

CULTURAL
First Award, *Music for the Connoisseur*, WNYC New York.

PERSONAL AND SOCIAL PROBLEMS
First Awards, *People Unlimited*, WNYC New York; *It's Tough to Be Young*, WBZ Boston.

PUBLIC ISSUES
First Award, *Transit Hearings*, WNYC New York.

FURTHERING INTERNATIONAL UNDERSTANDING
First Awards, *International Quiz*, WPEN Philadelphia; *United Nations Sessions*, WNYC New York.

SPECIAL ONE-TIME BROADCASTS
First Award, *I Witness Death*, KLAO Hollywood.
Honorable Mention, *One-Hundred Fold*, WNYC New York.

CHILDREN'S OUT OF SCHOOL LISTENING
First Awards, *Saturday Morning Children's Story Fair*, WNYC New York; *Leather Breeches*, KNOW Austin, Tex.

PRIMARY GRADES SCHOOL BROADCASTS
First Award, *The Health Parade*, WBOE Cleveland and Cleveland Board of Education.

JUNIOR AND SENIOR HIGH SCHOOLS SCHOOL BROADCASTS
First Awards, *Drama Time*, WNYE New York; *Assignment UN*, WNYE, New York.
Honorable Mention, *Junior High School Forum*, WNYE, New York.
Special Award, *WNYC Eighth Annual American Music Festival*, WNYC New York.

Group IV—Organizations Preparing and Distributing Transcribed Series

RELIGIOUS
First Award, *All Aboard for Adventure*, Joint Religious Radio Council.
Honorable Mention, *Building For Peace*, Joint Religious Radio Council.

CULTURAL
First Award, *Report to the Rockies*, Rocky Mountain Radio Council.
Honorable Mention, *Adventures in Research*, Westinghouse Radio Corp.

PERSONAL AND SOCIAL PROBLEMS
First Award, *Lest We Forget*, Institute for Democratic Action.
Honorable Mention, *It Can Happen To You*, American Cancer Society; *The Tenth Man*, National Mental Health Foundation.

PUBLIC ISSUES
First Award, *Town Meeting in Canada*, Town Meeting, Ltd.
Honorable Mention, *Freedom—Bill of Rights*, U. S. Army; *Bing Crosby Sings for Safety*, National Safety Council.

FURTHERING INTERNATIONAL UNDERSTANDING
First Award, *To You In America*, Joint Religious Radio Council.

*Sponsored by the 18th Annual Institute for Education by Radio, Ohio State University, Columbus.

George Foster Peabody Radio Awards *

WBBM Chicago
for outstanding regional public service program, *Report Uncensored*.

WCCO Minneapolis
Special Citation of Honor for public service program, *As The Twig Is Bent*.

KXAR Hope, Ark.
for outstanding public service by a local station, crises services in disaster broadcasts from Cotton Valley.

ELMER DAVIS, ABC
for outstanding reporting and interpretation of the news.

CBS
for outstanding reporting and interpretation of the news, *CBS Views the Press*.

ABC
for outstanding entertainment in drama, *Theater Guild on the Air*.

CBS, Documentary Unit Series
for outstanding educational programs.

WQQW Washington
outstanding children's program, *The Children's Hour*.

UNITED NATIONS NETWORK for Peace
special citation for *United Nations Today*.

*** Established in 1940 in honor of the late George Foster Peabody by the board of regents of the University of Georgia, to be jointly administered by its Henry W. Grady School of Journalism and the NAB.**

AMERICAN BROADCASTING COMPANY INC.: EXECUTIVES and STAFF

RCA Bldg., 30 Rockefeller Plaza, New York 20, N. Y.
Telephone: Circle 7-5700

BOARD OF DIRECTORS

Edward J. Noble, *Chairman*
Earl E. Anderson
Robert H. Hinckley
Robert E. Kintner
C. Nicholas Priaulx
Franklin S. Wood
Mark Woods
Owen D. Young

OFFICERS

Edward J. Noble, *Chairman of the Board*
Mark Woods, *President*
Robert E. Kintner, *Executive Vice President*
Earl E. Anderson, *Vice President*
Charles C. Barry, *Vice President Western Division*
Murray B. Grabhorn, *Vice President*
Robert H. Hinckley, *Vice President*
Ivor Kenway, *Vice President*
Joseph A. McDonald, *Vice President, Secretary and General Attorney*
Frank Marx, *Vice President*
John H. Norton, Jr., *Vice President Central Division*
C. Nicholas Priaulx, *Vice President and Treasurer*
Robert Saudek, *Vice President*
Fred Thrower, Jr., *Vice President*
Thomas Velotta, *Vice President*
Paul Whiteman, *Vice President*
Anthony M. Hennig, *Assistant Treasurer*
Walter C. Tepper, *Controller*

DEPARTMENTS AND DIVISIONS

Advertising & Promotion, Research

Ivor Kenway, *Vice President*
Theodore I. Oberfelder, *Director of Advertising & Promotion*
Mitchell DeGroot, *Ass't Director of Advertising & Promotion*
Edward F. Evans, *Director of Research*
Edward Eadeh, *Director of Market Research*
Ben Gedalecia, *Associate Director of Research*
Jean Russell, *Promotion Manager (TV)*

Engineering

Frank Marx, *Vice President*
James L. Middlebrooks, *Chief Facilities Engineer*
George O. Milne, *Director of Technical Operations*
Clure Owen, *Administrative Assistant*
John Preston, *Chief Allocations Engineer*
William Trevarthen, *AM Operations Supervisor*

Legal

Joseph A. McDonald, *Vice President, Secretary and General Attorney*
Omar F. Elder, *Attorney*
David S. Smith, *Attorney*
William R. White, *Attorney*
Geraldine B. Zorbaugh, *Attorney*

News and Special Events

Thomas Velotta, *Vice President*
John Madigan; *National News Editor*
Michael Roshkind, *Manager of Special Events*
Paul Scheffels, *Manager of New York News Room*

Owned & Operated Stations, Co-operative Programs Local & Spot Sales, Station WJZ

Murray B. Grabhorn, *Vice President*
Harold B. Day, *Co-Operative Program Sales & Promotion Manager*
Ralph Dennis, *National Spot Sales Manager*
Clarence L. Doty, *Local Sales Manager*
Concetta Porreca, *Local & Spot Sales Service Manager*
Earl Salmon, *Eastern Spot Sales Manager*
Ludwig Simmel, *Co-operative Program Business Manager*

Program—AM & Television

J. Donald Wilson, *Director of Programs*
Paul Whiteman, *Vice President in Charge of Music*
Richard Bannier, *Director of Music Library*
James Bixler, *Supervisor of Announcing & Night Program*
Maurice Brachhausen, *Supervisor of Sound Effects*
Henry Cox, *Eastern AM Production Manager*
Burke Crotty, *Director of Television Special Features*
Nat Fowler, *Film Director (TV)*
Earle Hammons, *TV Film Consultant*
Helen Guy, *Manager of the Program Department*
John J. Hade, *WJZ Program Director*
Charles Harrell, *Eastern AM Program Director*
Helen Hedeman, *Supervisor of Casting*
Charles F. Holden, *Television Production Manager*
Ruth Kiersted, *Production Office Supervisor*
Bertha Kurtzman, *Television Broadcast Supervisor*
James McNaughton, *Art Director (TV)*
Richard Moore, *Business Manager and Attorney (TV)*
Florence Morris, *Manager of Central Booking*
Paul Mowrey, *National Director of Television*
Sally O'Neill, *Program Co-ordinator (TV)*
Richard Rawls, *Manager of Television Operations*
Morgan Ryan, *Manager of Commercial Program Sales*
Alexander Stronach, *Eastern Television Program Manager*
John C. Turner, *Manager of Script & Program Promotion*
Frank Vagnoni, *Manager of Music Division*

Public Affairs—Continuity Acceptance, Publicity, Public Service

Robert Saudek, *Vice President*
Arthur B. Donegan, *Assistant Publicity Manager*
Grace Johnsen, *Continuity Acceptance Manager*
Earl Mullin, *Publicity Manager*
George Olenslager, *Supervisor of Audience Information*
John Pacey, *Trade News Editor*
Bert Schwartz, *Television Publicity Representative*
Ruth Trexler, *Manager of Educational and Religious Activities*

Sales

Fred Thrower Jr., *Vice President*
G. T. C. Fry, *Director of Network Radio Sales*
Charles Ayres, *Eastern Radio Sales Manager*
Slocum Chapin, *Eastern Television Sales Manager*
Maurice Gaffney, *Director of Presentations*
John Donahue, *Manager of Network Sales (Detroit)*
Thomas F. Robinson, *Sales Service Manager*

Stations—Station Relations, Traffic

Otto Brandt, *Station Relations Manager*
Raymond Diaz, *Traffic Manager*
Ernest L. Jahncke, *Television Station Relations Manager*

Treasury, Controllers, Purchasing, Personnel, Recording

C. Nicholas Priaulx, *Vice President and Treasurer*
Henry T. Hede, *Purchasing Agent & Office & Studio Services Director*
Anthony M. Hennig, *Assistant Treasurer*
Frederick Lynch, Jr., *Director of Personnel*
Harold L. Morgan, *Ass't to Vice President & Treasurer*
Alexander D. Nicol, *Controller*
Lawrence A. Ruddell, *Recording Director*
Walter C. Tepper, *Controller*

WASHINGTON OFFICE

1703 K Street
Washington, D. C.

Robert H. Hinckley, *Vice President*

CENTRAL DIVISION

20 North Wacker Drive
Chicago 6, Ill.

John H. Norton, *Vice President Central Division*
Robert L. Anderson, *Research Supervisor*
G. I. Berry, *Sales Manager*
Robert Brethauer, *Sales Service Manager*
Francis J. Coveney, *Auditor*
Frances Dixon, *Program Booking Supervisor*
Walter L. Emerson, *Legal Counsel*
Monte Fassnacht, *Television Production Manager*
Clarence Heider, *Supervisor of Announcers*
Elliott Henry Jr., *Publicity Manager*
E. C. Horstman, *Engineering Manager*
Donald Kilian, *Director of Television Programs*
Anthony Koelker, *Station Relations Manager*
Jack McCord, *Program Business Manager*
Roy McLaughlin, *Manager Station WENR, National Spot and Local Sales Manager*
John J. Manley, *Manager of Office & Studio Services*
Cornelius O'Dea, *News Supervisor*
Robert M. Savage, *Continuity Supervisor*
Burr E. Lee, *Production Manager*
James L. Stirton, *General Manager*
Harold Stokes, *Program Manager*
Karl R. Sutphin, *Sales Promotion Supervisor*
Gerald R. Vernon, *Coordinator of Television Sales*
Robert White, *Public Service Supervisor*
William W. Wilson, *Director of Television Special Events*

WESTERN DIVISION

6263 Sunset Boulevard
Hollywood 28, Calif.

Charles C. Barry, *Vice President*
Clifford Anderson, *Program Business Manager*
Dorothy L. Brown, *Continuity Acceptance Editor*
Philip G. Caldwell, *Western Division Manager of Technical Operations*
Francis Conrad, *Western Division Station Relations Manager*
Dresser M. Dahlstead, *Chief Announcer*
R. G. Denechaud, *Engineering Operations Supervisor*
John I. Edwards, *Production Manager*
Ernest Felix, *Personnel Director, Controller and Office Manager*
Paul Gates, *Evening Program Manager*
Richard Goggin, *Television Program Manager*
Robert Z. Hall, *Publicity Manager*
Frances LaTourette, *Western Division News Editor*
Adolph Lefler, *Recording & Sales Service Manager*
Walter W. Lonner, *Traffic Supervisor*
John J. O'Mara, *Sales Promotion Manager*
Norman Ostby, *Assistant to Vice President in Charge*
Frank Samuels, *Pacific Coast Sales Manager*
Clyde Scott, *General Manager KECA*
Rollo Hunter, *Production Manager, KECA*

SAN FRANCISCO

Taylor & O'Farrell Streets
San Francisco 2, Calif.

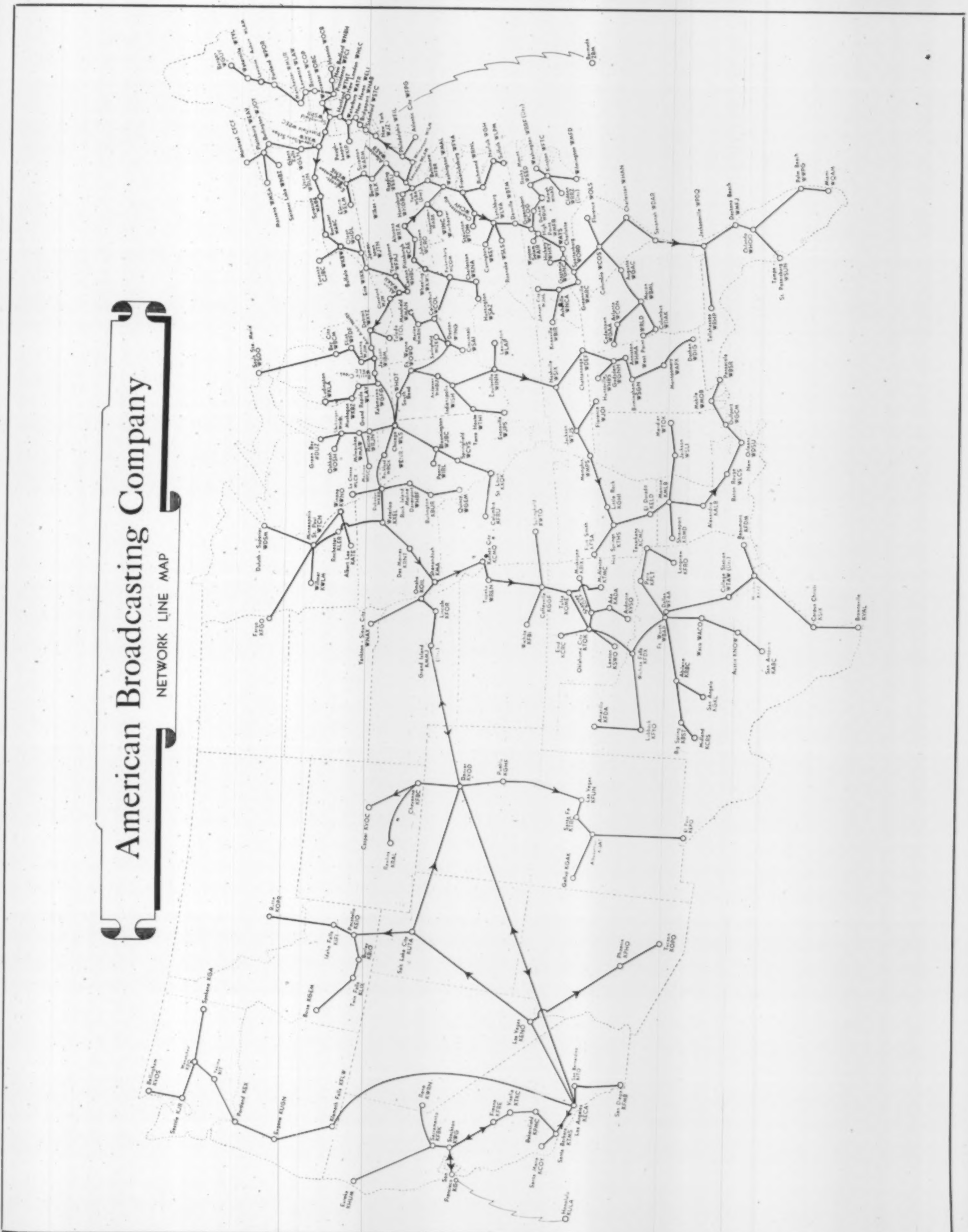
Gayle Grubb, *General Manager KGO*
A. E. Evans, *Engineering Manager*
John A. Galbraith, *Chief Announcer*
Edith Kirby, *Traffic Manager*
Maurice Baker, *Promotion and Publicity Manager*
Victor Reed, *News Editor*
Kenneth Stedman, *Auditor*
Kirkham Torney, *Local Sales Manager*
Manus Ward, *Continuity Editor*
Bloyce Wright, *Program Manager*

FOREIGN CORRESPONDENTS

Katherine Clark, Athens
Wentworth Linebarger, Batavia
Lyford Moore, Berlin
Harold Evans, Bermuda
Herbert M. Clark, Buenos Aires
Everett Bauman, Caracas
William Freed, Copenhagen
Victor Lusinchi, Geneva
Henry Wallace, Havana
Dan Schorr, Hague
Bob Shield, Honolulu
Edna Phillips, Lima
Frederick B. Opper, London
Dosch Fleurot, Madrid
Robert Spencer, Manila
Carl Kupfer, Mexico City
Vincent de Pascal, Montevideo
Edmund Stevens, Moscow
Stuart Topping, Nanking
Blair Fraser, Ottawa
Philip Payne, Panama
Robert Sturdevant, Paris
Sidney Keller, Paris
David Gottlieb, Prague
Philip E. Fogarty, Quito
Don Shannon, Rio de Janeiro
Walter Weisbecker, Rome
Harwood Hull, San Juan
Ray Falk, Seoul
Ed Souder, Jr., Shanghai
John Rich, Tokyo
Thurston Maculey, Vienna

STATIONS PLANNING AND ADVISORY COMMITTEE

Roger W. Clipp, WFIL Philadelphia, *Chairman*, District 1
Frank Carman, KUTA Salt Lake City, District 6
Robert R. Feagin, WPDQ Jacksonville, Fla., District 8
E. K. Hartenbower, KCMO Kansas City, Mo., District 3
Harold Hough, WBAP Fort Worth, Tex., District 5
Arch Morton, KGR Seattle, District 7
Fred Weber, WDSU, New Orleans, District 4
J. P. Williams, WING Dayton, O., District 2



American Broadcasting Company

NETWORK LINE MAP

Bangor WGUY
Portland WPOR
Boston WCOP
Hyannis WOCB
New Bedford WNBH
Providence WPJB
New London WNLC
Hartford WTHT
Waterbury WATR
New Haven WELI
Bridgeport WNAB
Stamford WSTC
New York WJZ
Philadelphia WFIL
Atlantic City WFPG
Bermuda ZBM
Montreal CFCF
Plattsburg WEAV
Burlington WJOY
Utica WRUN
Syracuse WAGE
Rochester WARC
Buffalo WKBW
Toronto CJBC
Erie WERC
Elmira WELM
Wilkes-Barre WILK
Scranton WARM
Reading WEEU
Lancaster WLAN
Harrisburg WHGB
Altoona WRTA
Johnstown WCRO
Pittsburgh WCAE
Youngstown WFMJ
Cleveland WJW
Baltimore WFBR
Washington WMAL
Fredericksburg WFVA
Richmond WRNL
Norfolk WGH
Suffolk WLPM
Washington WRRF
Kinston WFTC
Wilmington WMFD
Lynchburg WLVA
Danville WBTM
Roanoke WSLS
Covington WKEY
Charleston WKNA
Huntington WSAZ
Columbus WCOL
Dayton WING
Cincinnati WSAI
Lexington WLAP
Louisville WINN
Nashville WSIX
Detroit WXYZ
Toledo WTOL
Flint WFDF
Bay City WBCM
Sault Ste. Marie WSOO
Lansing WILS
Jackson WIBM
Kalamazoo WGFG
Grand Rapids WLAV
Muskegon WKBZ
Ludington WKLA
South Bend WHOT
Fort Wayne WOWO
Indianapolis WIBC
Terre Haute WTHI
Evansville WJPS
Chicago WENR - WLS
Milwaukee WMAW
Green Bay WDUZ
Oshkosh WOSH
Peoria WIRL
Springfield WCVS
St. Louis KXOK
Bloomington WJBC
Rockford WROK
La Crosse WLCX
Dubuque WKBB
Rock Island Moline Davenport WHBF
Waterloo KXEL
Burlington KBUR
Quincy WGEM
Columbia KFRU
Minneapolis St. Paul WTCN
Winona KWNO
Rochester KLER
Albert Lea KATE
Duluth - Superior WDSM
Willmar KWLM
Fargo KFGO
Des Moines KSO
Shenandoah KMA
Omaha KOIL
Lincoln KFOR
Yankton - Sioux City WNAX
Grand Island KMMJ
Kansas City KCMO
Topeka WREN
Springfield KWTO
Wichita KFBI
Coffeyville KGGF
Tulsa KOME
Muskogee KBIX
McAlester KTMC
Ada KADA
Ardmore KVSO
Oklahoma City KTOK
Enid KCRC
Lawton KSWO
Fort Smith KFSA
Hot Springs KTHS
Little Rock KGHI
Texarkana KCMC
El Dorado KELD
Monroe KMLB
Shreveport KRMD
Alexandria KALB
Baton Rouge WLCS
New Orleans WDSU
Paris KPLT
Dallas WFAA
Ft. Worth WBAP
Wichita Falls KFDX
Abilene KRBC
Waco WACO
Austin KNOW
San Antonio KABC
Longview KFRO
Beaumont KFDM
College Station WTAW
Corpus Christi KSIX
Brownsville KVAL
Lubbock KFYO
Amarillo KFDA
San Angelo KGKL
Big Spring KBST
Midland KCRS
Memphis WMPS
Jackson WTJS
Jackson WSLI
Meridian WTOK
Gulfport WGCM
Mobile WMOB
Pensacola WBSR
Dothan WDIG
Montgomery WAPX
Birmingham WSGN
Anniston WHMA
Gadsden WGWD
Huntsville WHBS
Chattanooga WDEF
Florence WJOI
Knoxville WBIR
Asheville WWNC
Johnson City WJHL
Greenville WMRC
Spartanburg WORD
Charlotte WAYS
Winston-Salem WAIR
Columbia WCOS
Charleston WHAN
Florence WOLS
Savannah WDAR
Augusta WGAC
Macon WBML
Atlanta WCON
Columbus WRBL
West Point WRLD
Tallahassee WRHP
Jacksonville WPDQ
Daytona Beach WMFJ
Orlando WHOO
Tampa - St. Petersburg WSUN
Palm Beach WWPG
Miami WQAM
Denver KVOD
Pueblo KGHF
Las Vegas KFUN
Santa Fe KTRC
Albuquerque
Gallup KGAK
El Paso KEPO
Cheyenne KFBC
Casper KVOC
Rawlins KRAL
Butte KOPR
Idaho Falls KIFI
Pocatello KEIO
Burley KBIO
Twin Falls KLIX
Boise KGEM
Salt Lake City KUTA
Spokane KGA
Wenatchee
Yakima KIT
Bellingham KVOS
Seattle KJR
Portland KEX
Eugene KUGN
Klamath Falls KFLW
Eureka KHUM
Reno KWRN
Sacramento KFBK
Stockton KWG
San Francisco KGO
Fresno KFRE
Visalia KTKC
Bakersfield KPMC
Santa Maria KCOY
Santa Barbara KTMS
Los Angeles KECA
San Bernardino KITO
San Diego KFMB
Las Vegas KENO
Phoenix KPHO
Tucson KOPO
Honolulu KULA

COLUMBIA BROADCASTING SYSTEM, Inc.: EXECUTIVES and STAFF

485 Madison Ave., New York 22, N. Y.
Telephone: Plaza 5-2000

BOARD OF DIRECTORS

Prescott S. Bush
Ralph F. Colin
J. A. W. Iglehart
Isaac D. Levy
Leon Levy
Samuel Paley
William S. Paley
Joseph H. Ream
Dorsey Richardson
Frank Stanton
Herbert Bayard Swope
Edward Wallerstein
Frank K. White

OFFICERS

William S. Paley, *Chairman of the Board*
Frank Stanton, *President*
Joseph H. Ream, *Executive Vice President*
Adrian Murphy, *Vice President and General Executive*
Howard S. Meighan, *Vice President and General Executive*
Lawrence W. Lowman, *Vice President and General Executive*
H. V. Akerberg, *Vice President in Charge of Station Relations*
H. Leslie Atlass, *Vice President in Charge of Central Division*
Earl H. Gammons, *Vice President in Charge of Washington Office*
William C. Gittinger, *Vice President in Charge of Network Sales*
Howard L. Hausman, *Vice President in Charge of Personnel Relations*
Arthur Hull Hayes, *Vice President in Charge of San Francisco Office*
William B. Lodge, *Vice President in Charge of General Engineering*
Victor M. Ratner, *Vice President in Charge of Sales Promotion and Advertising*
Hubbell Robinson Jr., *Vice President and Director of Programs*
James M. Seward, *Vice President in Charge of Operations*
J. Kelly Smith, *Vice President in Charge of Station Administration*
Davidson Taylor, *Vice President and Director of Public Affairs*
Donald W. Thornburgh, *Vice President in Charge of Western Division*
J. L. Van Volkenburg, *Vice President and Director of Television Operations*
Julius F. Brauner, *Secretary and General Attorney*
S. R. Dean, *Treasurer*
William J. Flynn, *Assistant Treasurer*
Arthur S. Padgett, *General Auditor*
Edward L. Saxe, *Executive Assistant*
General Counsel: Rosenman, Goldmark, Colin, and Kaye

Columbia Affiliates Advisory Board

I. R. Lounsberry, WGR Buffalo, *Chairman*, representing District No. 2
E. E. Hill, WTAG Worcester, Mass., *Secretary*, District No. 1
C. T. Lucy, WRVA Richmond, Va., District No. 3
Glenn Marshall Jr., WMBR Jacksonville, Fla., District No. 4
Howard Sumerville, WWL New Orleans, District No. 5
Richard Borel, WBNS Columbus, O., District No. 6
William Quarton, WMT Cedar Rapids, Iowa, District No. 7
Kenyon Brown, KWFT Wichita Falls, Tex., District No. 8
Clyde Coombs, KARM Fresno, Calif., District No. 9

Accounting Department

S. R. Dean, *Treasurer and Comptroller*
William J. Flynn, *Assistant Treasurer*
L. C. Merrick, *Assistant Comptroller*
Norman C. Hadley, *Chief Accountant*
Sophie W. Hinze, *Cashier*
Howard J. Smith, *Budget Manager*

Auditing and Tax Department

Arthur S. Padgett, *General Auditor*
Norman DuFrane, *Chief Auditor*

Editing Department

Gilson Gray, *Director of Editing*
James C. Shattuck, *Assistant Director of Editing*

Engineering Research and Development Department

Peter C. Goldmark, *Director of Engineering Research and Developments*
John W. Christensen, *Chief Engineer*
John Martin, *Executive Assistant*

General Engineering Department

William B. Lodge, *Vice President in charge of General Engineering*
A. B. Chamberlain, *Chief Engineer*
H. A. Chinn, *Chief Audio-Video Engineer*
J. W. Wright, *Chief Radio Engineer*

Legal Department

Julius F. Brauner, *Secretary and General Attorney*
Kenneth L. Yourd, *Senior Attorney*
Lounsbury D. Bates, *Attorney*
Spencer Harrison, *Attorney*
Henry Howard Jr., *Attorney*
George Norris, *Attorney*
James Neu, *Washington Attorney*

Network Sales

William C. Gittinger, *Vice President in Charge of Network Sales*
John J. Karol, *Sales Manager*
William J. Fagan, *Administrative Manager*
Allyn Jay Marsh, *Assistant Sales Manager*
Thomas D. Connolly, *Manager of Program Sales*
C. E. Midgley Jr., *Sales Service Manager*
T. P. Maguire, *Assistant Sales Service Manager*

Chicago Office of Network Sales, 410 North Michigan Avenue

W. Donald Roberts, *Western Manager*
Dudley Faust, *Assistant Manager*

Detroit Office of Network Sales, Fisher Building

Joseph Spadea, *Manager*

Operations

James M. Seward, *Vice President in Charge of Operations*
Henry Grossman, *Director of Broadcast Operations*

Construction

Roland J. Young, *Acting Director of Construction*

Transportation, Mail, File and Mimeograph

Albert H. Bryant, *Manager*

Music Copyright

W. Clark Harrington, *Director of Music Copyright*

Purchasing

John E. Forsander, *Purchasing Agent*
Edward Drewes, *Assistant Purchasing Agent*
Anthony Boschetti, *Assistant Purchasing Agent*
John Edgar, *Storekeeper*

Technical and Building Operations

R. G. Thompson, *Manager of Network Technical Operations and Chief Engineer of WCBS*
Walter R. Pierson, *Manager of Building Operations*
John D. Gilbert, *Assistant Manager of Network Technical Operations*
Paul Wittlig, *Manager of Technical Operations, Television*

Traffic

Hugh A. Cowham, *Commercial Engineer in Charge of Traffic*
A. H. Petersen, *Traffic Manager*
C. J. McCarthy, *Assistant Traffic Manager*

Personnel Relations Department

Howard L. Hausman, *Vice President in Charge of Personnel Relations*
Joseph H. Jackson, *Personnel Manager*
James M. Connors, *Manager of Salary Division*
Robert Ka'aidjian, *Employment Manager*
Dr. Jack Nelson, *Director of Medical Office*

Press Information

George Crandall, *Director of Press Information*
Michael Boscia, *Manager of WCBS Press Information*
Michael Foster, *Executive Assistant*
Harry Warner, *Manager of Operations*
Walter Seigal, *Manager of Photographic Division*
Anne Harding, *Manager of Service Division*
Dorothy Leffler, *Manager of Magazine Division*
Harry Feeney, *Trade News Editor*
Joseph Sage, *Photo Editor*

Program Department—Entertainment

Hubbell Robinson Jr., *Vice President and Director of Programs*
William Fineshriber, *General Manager of Program Department*
Harry Ackerman, *Director of Network Programs, Hollywood*
Guy della-Cioppa, *Associate Director of Network Programs, Hollywood*
Robert Heller, *Executive Producer*
Lester Gottlieb, *Director of Popular Music and Talent Scout*
James H. Fassett, *Director of Serious Music*
Lucile Singleton, *Director of Vocal Auditions and Manager of Script and Record Library*

Producer-Directors

Larry Berns
John Carney
Norman Corwin
Oliver Daniel
John Dietz
Anton Leader
Norman MacDonnell
Nila Mack
Irving Mansfield
Jess Oppenheimer
William Robson
Will Roland
Robert Shayon
Rocco Tito
Albert Ward

Program Writing

Elwood Hoffman, *Script Editor*
Charles Monroe, *Associate Script Editor*

Public Affairs

Davidson Taylor, *Vice President and Director of Public Affairs*
William Fineshriber, *General Manager of Program Department*
Gerald F. Maulsby, *Assistant Director of Public Affairs*
Lyman Bryson, *Counselor on Public Affairs*
Edward R. Murrow, *Counselor on Public Affairs*
Werner Michel, *Director of Production, Public Affairs*
Sam Abelow, *Assistant, Documentary Unit*
Philip Eisenberg, *Producer*

Education and Opinion Broadcasts

Robert Hudson, *Director of Education and Opinion Broadcasts*
George Crothers, *Assistant to the Director of Education and Opinion Broadcasts*
Helen Sioussat, *Director of Talks*
Leon Levine, *Director of Discussion Broadcasts*
Edward Scovill, *Director of Talks and Special Events, Washington, D. C.*
Elinor Inman, *Director of Religious Broadcasts*

News

Wells Church, *Director of News Broadcasts*
Theodore F. Koop, *Director of News and Public Affairs, Washington*
Henry Wefing, *Assistant Director of News Broadcasts*
Lee Bland, *Director of Special Events*

Editors

New York
Edward Bliss
George Herman
Lee Otis
Robert Skedgell
Dallas Townsend

Washington
George Connery
Joseph Wershba

Correspondents and Analysts

New York

Ned Calmer
John Daly
Don Hollenbeck
Richard C. Hottelet
Quincy Howe
Allan Jackson
Larry Lesueur

Los Angeles

Charles Collingwood

Washington

Eric Sevareid, *Chief Correspondent*
John Adams, *White House Correspondent*
Griffing Bancroft
Joseph C. Harsch
Bob Lewis
Robert Nichols
Bill Shadell

Foreign Correspondents

London

Howard K. Smith, *European News Director*
Farnsworth Fowle
Stephen Laird

Berlin

Bill Downs

Middle East

Alexander Kendrick

Paris

David Schoenbrun

Rome

Winston Burdett

Tokyo

Bill Costello, *Far Eastern News Director*

CBS Sports

Walter L. Barber, *Director of Sports Division*
John Derr, *Assistant to the Director of Sports*

Operations

I. S. Becker, *Director of Program Operations*
Horace Guillotte, *Manager of Network Operations*
Julius Mattfeld, *Director of Music Library*
Davidson Vorhes, *Manager of Sound Effects*
William Bratter, *Assistant to the Director of Program Operations*
R. R. Ray, *Assistant to the Director of Program Operations*
Martin Leeds, *Business Manager, Hollywood*
James Fonda, *Manager of "Amos 'n Andy" Productions*
Harriet Hess, *Supervisor of Program Typing*
Marjorie Morrow, *Casting Director*
Janice O'Connell, *Supervisor of Literary Clearance and New Program Ideas*

Radio Sales, Radio and Television Stations' Representative

Carl Burkland, *General Sales Manager*
H. A. Carlborg, *Eastern Sales Manager, New York*
George Dunham, *Eastern Television Sales Manager*
Fred Mahlstedt, *Manager of Research for Radio Sales*
James F. Burke, *Supervisor of Program Service,*
Thomas Ellsworth, *Director of Promotion for Radio Sales*
Benjamin Margolis, *Sales Service Manager*
Alice Santti, *Manager of Time Clearance*

Chicago Office of Radio Sales, 410 North Mich. Ave.
Gordon F. Hayes, *Western Sales Manager*

Memphis Office of Radio Sales, 63 South Main St.
H. H. Holtshouser, *Southern Sales Manager*

San Francisco Office of Radio Sales, Palace Hotel
Jack L. Brumback, *Office Manager*

Los Angeles Office of Radio Sales, Columbia Square
Henry Flynn, *Office Manager*

Detroit Office of Radio Sales, Fisher Building
William Ogden, *Office Manager*

Reference Department

William C. Ackerman, *Director of the Reference Department*
May Dowell, *Manager of General Information Division*
Agnes Law, *Librarian*
Stanford Mirkin, *Manager of Program Research Division*
Dorothy Boyle, *Manager of Program Statistics Division*
Esther Dobbins, *Manager of Program Information Division*

Research Department

Oscar Katz, *Director of Research*
Harper Carraine, *Assistant Director of Research*
Edward Reeve, *Research Projects Manager*
Richard Hess, *Supervisor Ratings Services Division*
Howard Miller, *Supervisor Marketing & Records Division*
Tore Hallonquist, *Supervisor Program Analysis Division*
Gerhart Wigbe, *Supervisor Promotion Research Division*

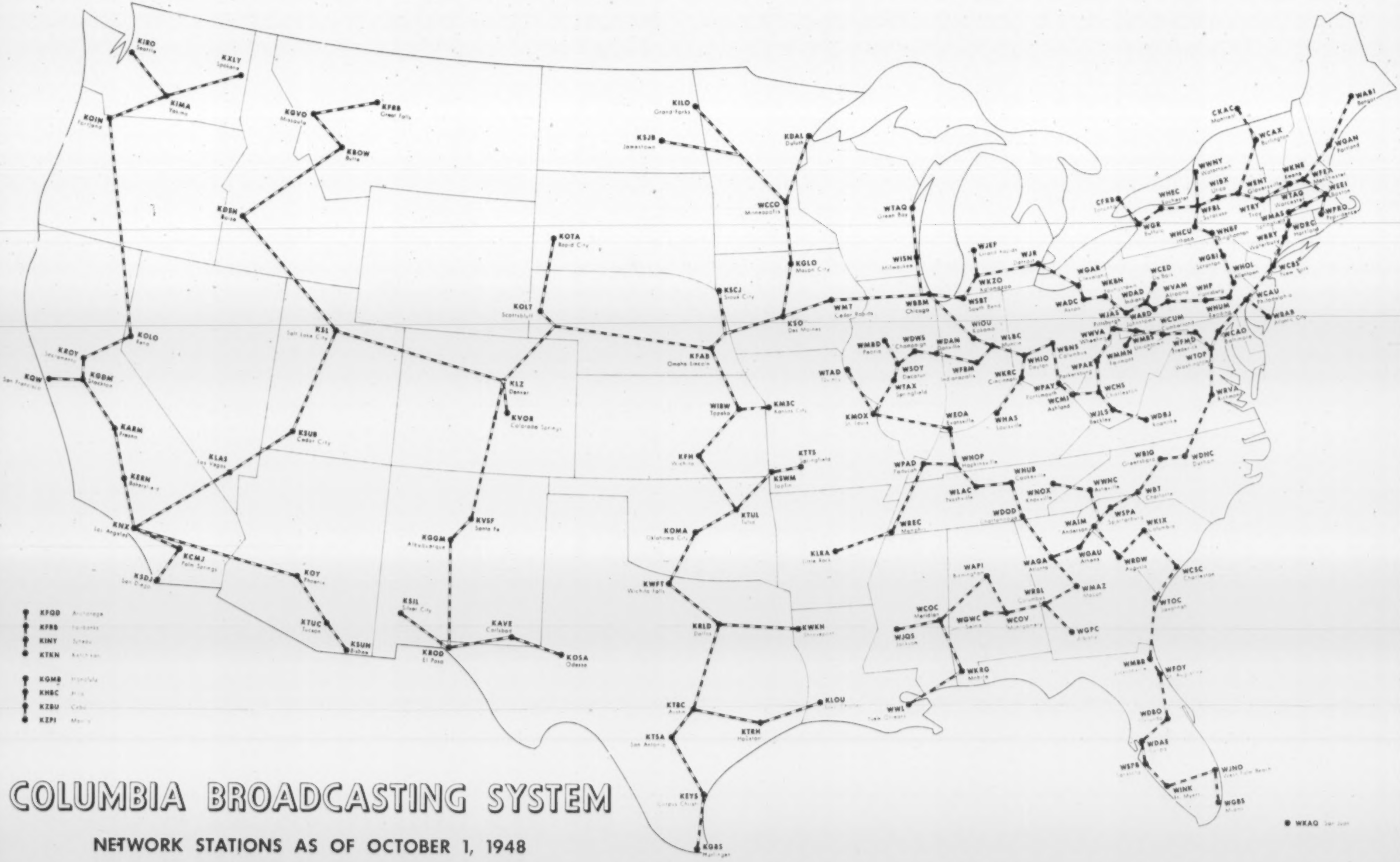
Sales Promotion and Advertising Department

Victor M. Ratner, *Vice President in Charge of Sales Promotion and Advertising*
William Golden, *Associate Director*
Louis Hausman, *Associate Director*
Neal Hathaway, *Manager of Program Promotion*
Charles Oppenheim, *Assistant Manager of Program Promotion*

(Continued on Page 370)

COLUMBIA BROADCASTING SYSTEM

NETWORK STATIONS AS OF OCTOBER 1, 1948


KIRO Seattle
KXLY Spokane
KIMA Yakima
KOIN Portland
KGVO Missoula
KFBB Great Falls
KBOW Butte
KDSH Boise
KSL Salt Lake City
KOLO Reno
KROY Sacramento
KQW San Francisco
KGDM Stockton
KARM Fresno
KERN Bakersfield
KLAS Las Vegas
KSUB Cedar City
KNX Los Angeles
KCMJ Palm Springs
KSDJ San Diego
KOY Phoenix
KTUC Tucson
KSUN Bisbee
KLZ Denver
KVOR Colorado Springs
KVSF Santa Fe
KGGM Albuquerque
KSIL Silver City
KROD El Paso
KAVE Carlsbad
KOSA Odessa
KILO Grand Forks
KSJB Jamestown
KDAL Duluth
WCCO Minneapolis
KOTA Rapid City
KOLT Scottsbluff
KGLO Mason City
KSCJ Sioux City
KSO Des Moines
KFAB Omaha Lincoln
WMT Cedar Rapids
WIBW Topeka
KMBC Kansas City
KFH Wichita
KTTS Springfield
KSWM Joplin
KTUL Tulsa
KOMA Oklahoma City
KWFT Wichita Falls
KRLD Dallas
KWKH Shreveport
KTBC Austin
KTRH Houston
KLOU Lake Charles
KTSA San Antonio
KEYS Corpus Christi
KGBS Harlingen
KLRA Little Rock
WTAQ Green Bay
WISN Milwaukee
WBBM Chicago
WJEF Grand Rapids
WKZO Kalamazoo
WSBT South Bend
WJR Detroit
WIOU Kokomo
WLBC Muncie
WMBD Peoria
WDWS Champaign
WDAN Danville
WSOY Decatur
WTAX Springfield
WTAD Quincy
WFBM Indianapolis
KMOX St. Louis
WEOA Evansville
WHAS Louisville
WKRC Cincinnati
WHIO Dayton
WBNS Columbus
WPAY Portsmouth
WCMI Ashland
WPAR Parkersburg
WCHS Charleston
WJLS Beckley
WDBJ Roanoke
WWVA Wheeling
WMMN Fairmont
WMBS Uniontown
WJAS Pittsburgh
WARD Johnstown
WGAR Cleveland
WKBN Youngstown
WADC Akron
WDAD Indiana
WCED Du Bois
WVAM Altoona
WHP Harrisburg
WCUM Cumberland
WFMD Frederick
WTOP Washington
WCAO Baltimore
WRVA Richmond
WHUM Reading
WCAU Philadelphia
WBAB Atlantic City
WGBI Scranton
WHOL Allentown
WCBS New York
CFRB Toronto
WGR Buffalo
WHEC Rochester
WHCU Ithaca
WNBF Binghamton
WFBL Syracuse
WWNY Watertown
WIBX Utica
CKAC Montreal
WCAX Burlington
WGAN Portland
WABI Bangor
WENT Gloversville
WTRY Troy
WKNE Keene
WFEA Manchester
WEEI Boston
WTAG Worcester
WMAS Springfield
WPRO Providence
WDRC Hartford
WBRY Waterbury
WPAD Paducah
WHOP Hopkinsville
WLAC Nashville
WHUB Cookeville
WREC Memphis
WDOD Chattanooga
WNOX Knoxville
WWNC Asheville
WBIG Greensboro
WDNC Durham
WBT Charlotte
WSPA Spartanburg
WAIM Anderson
WKIX Columbia
WGAU Athens
WAGA Atlanta
WRDW Augusta
WCSC Charleston
WMAZ Macon
WTOC Savannah
WAPI Birmingham
WRBL Columbus
WGPC Albany
WCOC Meridian
WJQS Jackson
WGWC Selma
WCOV Montgomery
WKRG Mobile
WWL New Orleans
WMBR Jacksonville
WFOY St. Augustine
WDBO Orlando
WDAE Tampa
WSPB Sarasota
WINK Ft. Myers
WJNO West Palm Beach
WGBS Miami
WKAQ San Juan
KFQD Anchorage
KFRB Fairbanks
KINY Juneau
KTKN Ketchikan
KGMB Honolulu
KHBC Hilo
KZBU Cebu
KZPI Manila

MUTUAL BROADCASTING SYSTEM: EXECUTIVES and STAFF

1440 Broadway, New York 18, N. Y.
Phone: Pennsylvania 6-9600

EXECUTIVE PERSONNEL

BOARD OF DIRECTORS

Lewis Allen Weiss, Don Lee, Hollywood, *Chairman*
Theodore C. Streibert, WOR, New York, *Vice Chairman*
E. M. Antrim, WGN, Chicago
Willet H. Brown, Don Lee, Hollywood
Chesser Campbell, WGN, Chicago
J. E. Campeau, CKLW, Detroit
H. K. Carpenter, WHK, Cleveland
Benedict Gimbel, Jr., WIP, Philadelphia
Edgar Kobak, MBS, New York
Thomas O'Neil, Yankee Network, Boston
J. R. Poppele, WOR, New York
Linus Travers, Yankee Network, Boston

OFFICERS

Edgar Kobak, New York, *President*
E. M. Antrim, Chicago, *Secretary*
James E. Wallen, New York, *Treasurer, Controller and Assistant Secretary*
Phillips Carlin, New York, *Vice President in Charge of Programs*
Z. C. Barnes, New York, *Vice President in Charge of Sales*
Robert A. Schmid, New York, *Vice President in Charge of Program Sales*
A. A. Schechter, New York, *Vice President in Charge of News, Special Events and Publicity*
E. P. H. James, New York, *Vice President in Charge of Advertising, Promotion and Research*
A. N. Hult, Chicago, *Vice President in Charge of Midwest Operations*
E. M. Johnson, *Director of Engineering*

LEGAL COUNSEL

Louis C. Caldwell Keith Masters Andrew C. Hamilton	*Kirkland, Fleming, Green, Martin and Ellis, Washington, D. C., and Chicago*
Leo Lauterstein David Brown	*Lauterstein, Spiller & Brown, New York*

Esterly Chase Page, Washington, *Engineering Consultant*

DEPARTMENTS AND DIVISIONS

EXECUTIVE OFFICERS

Edgar Kobak, *President*

ACCOUNTING DEPARTMENT

James E. Wallen, *Controller*
George Ruppel, *Assistant Controller*
Richard Groome, *Auditor*
George Westby, *Budget Director*

OFFICE MANAGEMENT

James E. Wallen, *Office Manager*
Beatrice M. Marschner, *Personnel Director*
Ruth Hendler, *Purchasing Agent*
Margaret Maloney, *Telephone Supervisor*

ENGINEERING DEPARTMENT

E. M. Johnson, *Director*
Leslie Learned, *Manager of Engineering Traffic*
James Chapman, *Supervisor of Engineering Traffic*
Lewis R. Tower, *Chief Facilities Engineer*

PROGRAM DEPARTMENT

Phillips Carlin, *Vice President in Charge*
Adolph Opfinger, *Assistant to Vice President in Charge*
Jack Paige, *Director of Program Operations*
B. J. Hauser, *Director of Cooperative Programs*
Walter Lurie, *Director of New Program Development*
Herbert Rice, *Director of Production*
Dorothy Ann Kemble, *Director of Continuity Acceptance*
Elsie Dick, *Director of Education, Women's and Religious Activities*
Edwin Otis, *Supervisor of Commercial Programs*
Finis Farr, *Script Editor*
Hal Wagner, *Manager of Operations*
Floyd Mack, *Day Supervisor*

John Newhouse Hugo Seiler	*Night Supervisors*

Ada Lusardi, *Program Traffic Manager*

NEWS, SPECIAL EVENTS AND PUBLICITY DEPARTMENTS

A. A. Schechter, *Vice President in Charge*
Milton Burgh, *Director of News*
Arthur Feldman, *Director of Special Events*
Paul Jonas, *Director of Sports*
James E. O'Bryon, *Director of Press*
Francis X. Zuzulo, *Assistant Director of Press, Trade News Editor*
Robert Wilson, *Exploitation*
Hal Gold, *Press Editor*
Maria Caterine, *Photo Editor*
John Skinner, *Special Service Editor*
Elaine Brown, *Magazine Editor*

WASHINGTON STAFF

Albert L. Warner, *Chief Correspondent*
Arthur Feldman, *News Director*
Hollis Seavey, *Program Coordinator*
Stephan McCormack, *Presidential Announcer*

SALES DEPARTMENT

Z. C. Barnes, *Vice President in Charge*
Harold Coulter, *Assistant to the Vice President in Charge*
George Benson, *Eastern Sales Manager*
Alma Graef, *Manager of Sales Service*
T. E. Danley, *Manager of Sales Traffic*

ADVERTISING, SALES PROMOTION AND RESEARCH DEPARTMENT

E. P. H. James, *Vice President in Charge*
Jesse Thompson, *Director of Promotion, Advertising*
Richard Puff, *Director of Research*
Paul Benson, *Assistant Director of Research*
F. Carleton McVarish, *Manager of Audience Promotion*
Winifred Hall, *Production Supervisor*

STATION RELATIONS

Earl M. Johnson, *Director of Station Relations*
Robert Carpenter, *Field Representative*
Don Ioset, *Field Representative* (Western)

(Continued on Page 374)

COLUMBIA BROADCASTING SYSTEM, Inc.: EXECUTIVES and STAFF

(Continued from Page 368)

John Fox, *Business Manager*
John P. Cowden, *Director of Promotion Service for Columbia-Owned Stations*
Irving Miller, *Art Director for Columbia-Owned Station Promotion*
George Bristol, *Manager of Presentation Division*
Ella Howard, *Program Presentations*
Edward Side, *Production Manager*
Frances Shad, *Bills and Records*

Station Administration Department

J. Kelly Smith, *Vice President in Charge of Station Administration*
Edward DeGray, *Assistant to the Vice President*
James V. Melick, *Executive Assistant*

Housewives' Protective League Productions Columbia Square, Hollywood

Fletcher Wiley, *General Manager*
Edward W. Wood, *Sales Manager, N. Y.*

Columbia-Owned Stations

KMOX, 401 South Twelfth Boulevard, St. Louis 2
Wendell Campbell, *General Manager*
Carter Ringlep, *Assistant Manager in Charge of Nighttime Operations*
G. Gilman Johnson, *National Sales Manager*
Percy Anderson, *Local Sales Manager*
Robert F. DeVoe, *Supervisor of Accounting, Personnel and Office*
Thomas A. Bland, *Program Director*
Rex Davis, *Director of News Broadcasts*
James Dutson, *Continuity Editor*
Alice J. O'Connor, *Director of Education*
Ted N. Mangner, *Radio Farm Director*
George M. Clare, *Production Director*
Harry Harvey, *Chief Engineer*
Robert Holcomb, *Director of Press Information*
Albert Gredell, *Director of Sales Promotion*

KNX and KNX-FM and Columbia Pacific Network, Columbia Square, Los Angeles 28
Donald W. Thornburgh, *Vice President in Charge of Western Division and General Manager of KNX*
A. E. Joscelyn, *Director of KNX Operations*
Wayne Steffner, *Sales Manager of KNX and CPN*
William D. Shaw, *Assistant Sales Manager of KNX and CPN*
Ned Marr, *West Coast Attorney*
John Minkowsky, *Manager of Accounting, Personnel and Purchasing*
Edith Todesca, *Personnel Manager*
George W. Allen, *Program Director of KNX and CPN*
Maurice Webster, *Assistant Program Director of KNX and CPN*
John Beck, *Managing News Editor*
Chester R. Huntley, *Director of Special Features and Public Events*
Willard Chamberlin Jr., *Director of Continuity*
John L. Meston, *Manager of Editing*
Alfred Span, *Manager of Sound Effects*
Benjamin Paley, *Production Manager*
Lester H. Bowman, *Chief Engineer of KNX and Manager of Technical Operations Western Division*
Lloyd Brownfield, *Director of Press Information*
Ben Polin, *Manager of Photographic Division*
Ralph W. Taylor, *Director of Sales Promotion*
George McCaughna, *Building Superintendent and Supervisor of Theatres*

WBBM and WBBM-FM, 410 N. Michigan Ave., Chicago 11
H. Leslie Atlass, *Vice President in Charge of Central Division and General Manager of WBBM*
Frank B. Falknor, *Assistant General Manager*
J. V. McLoughlin, *Executive Assistant*
Ernest H. Shomo, *Sales Manager*
Louis L. Lazarus, *Supervisor of Accounting*
Val W. Sherman, *Program Director*
Everett R. Holles, *News Editor*
Mort Hall, *Manager of Continuity*
Robert C Hartman, *Continuity Editor*
Albert Morey, *Production Manager*
Joseph Strader, *Traffic Manager*
George V. Sherman, *Chief Engineer*
Don E. Kelley, *Director of Press Information*
Arthur Duram, *Manager of Sales Promotion*
Benjamin H. Orloff, *Manager of Building Operations*

WCBS and WCBS-FM, Ninth Floor, 485 Madison Avenue, New York 22
G. Richard Swift, *Director of WCBS Operations*
Don Miller, *Sales Manager*
Edna Mae Wehner, *Sales Service Manager*
Don Ball, *Program Director and Director of Continuity Editing*
D. Gordon Graham, *Assistant Program Director*
William Ellwell, *Manager Program Operations*
Jules Dundes, *Promotion Manager*
Clarence Worden, *Director Special Features*

WCCO—625 Second Avenue, S. Minneapolis
Merle S. Jones, *General Manager*
Alfred Harding, *Sales Manager*
John R. Lucas, *Accountant and Office Manager*
Eugene B. Wilkey, *Program Director*
Robert Woodbury, *Continuity Editor*
Sig Michelson, *Production Manager*
Lawrence F. Haeg, *Farm Editor*
J. J. Beloungy, *Chief Engineer*
Anton Moe Jr., *Manager of Sales Promotion and Director of Press Information*

WEEI and WEEI-FM—182 Tremont Street, Boston 2
Harold E. Fellows, *Manager of New England Operations for CBS and General Manager of WEEI*
Wilbur S. Edwards, *Assistant General Manager and Director of Sales, WEEI*
J. J. Murray, *Director of Accounting and Personnel and Executive Assistant*
Raymond G. Girardin, *Program Director*
Frederick Garrigus, *Director of Public Affairs and Special Events*
John D. Maloy, *Assistant Program Director*
Charles J. Ashley, *Director of News*
Jesse H. Buffum, *Director of Agricultural Broadcasts*
Heloise P. Broeg, *Director of Food Fair*
Mary G. Ricketts, *Director of Shopping Service (Caroline Cabot)*
E. D. Rideout, *Meteorologist*
Priscilla Fortescue, *Director of Home Making*
Thomas Calhoun, *Production Manager*
John A. Beauvais, *Continuity Editor*
Harold A. Dorschug, *Chief Engineer*
Marie Houlahan, *Director of Press Information*
Guy H. Cunningham, *Director of Sales Promotion*

WTOP—Warner Building, Washington 4, D. C.
Earl H. Gammons, *Vice President in Charge of Washington Operations*
Robert McGredy, *Sales Manager*
Harry R. Crow, *Supervisor of Accounting, Personnel and Purchasing*
Hazel Kenyon Markel, *Director of Education and Community Service*
Donald Lerch Jr., *Farm Editor*
Clyde Hunt, *Chief Engineer, Operations Chief*
Cody Pfanstiehl, *Director of Press Information, Promotion*

Station Relations

Herbert V. Akerberg, *Vice President in Charge of Station Relations*
William A. Schudt Jr., *Director of Station Relations*
Edward E. Hall, *Eastern Division Manager*
Edwin Buckalew, *Western Division Manager, Hollywood*

CBS Television

J. L. Van Volkenburg, *Vice President and Director of Television Operations*
Richard J. Redmond, *Assistant to the Vice President*
Charles M. Underhill, *Director of Television Programs*
Jerome Danzig, *Associate Director of Programs*
Worthington C. Miner, *Manager of Television Program Development*
David Sutton, *Television Sales Manager*
George L. Moscovics, *Manager of Television Sales Development*
Edmund Chester, *Director of News, Special Events and Sports*
Robert Bendick, *Assistant Director of News and Special Events*
Lawrence S. Haas, *News Editor*
Douglas Edwards, *News Broadcaster*
Eleanor Kilgallen, *Casting Director*
John DeMott, *Production Manager*
Merritt H. Coleman, *Director of Operations*
Anthony Desmarteau, *Television Accountant*
Robert Wood, *Manager of Operations*
Harold Meier, *Supervisor of Operations*
Lawrence Gumbinner, *Week-end Supervisor of Operations*
Paul Wittlig, *Manager of Technical Operations*

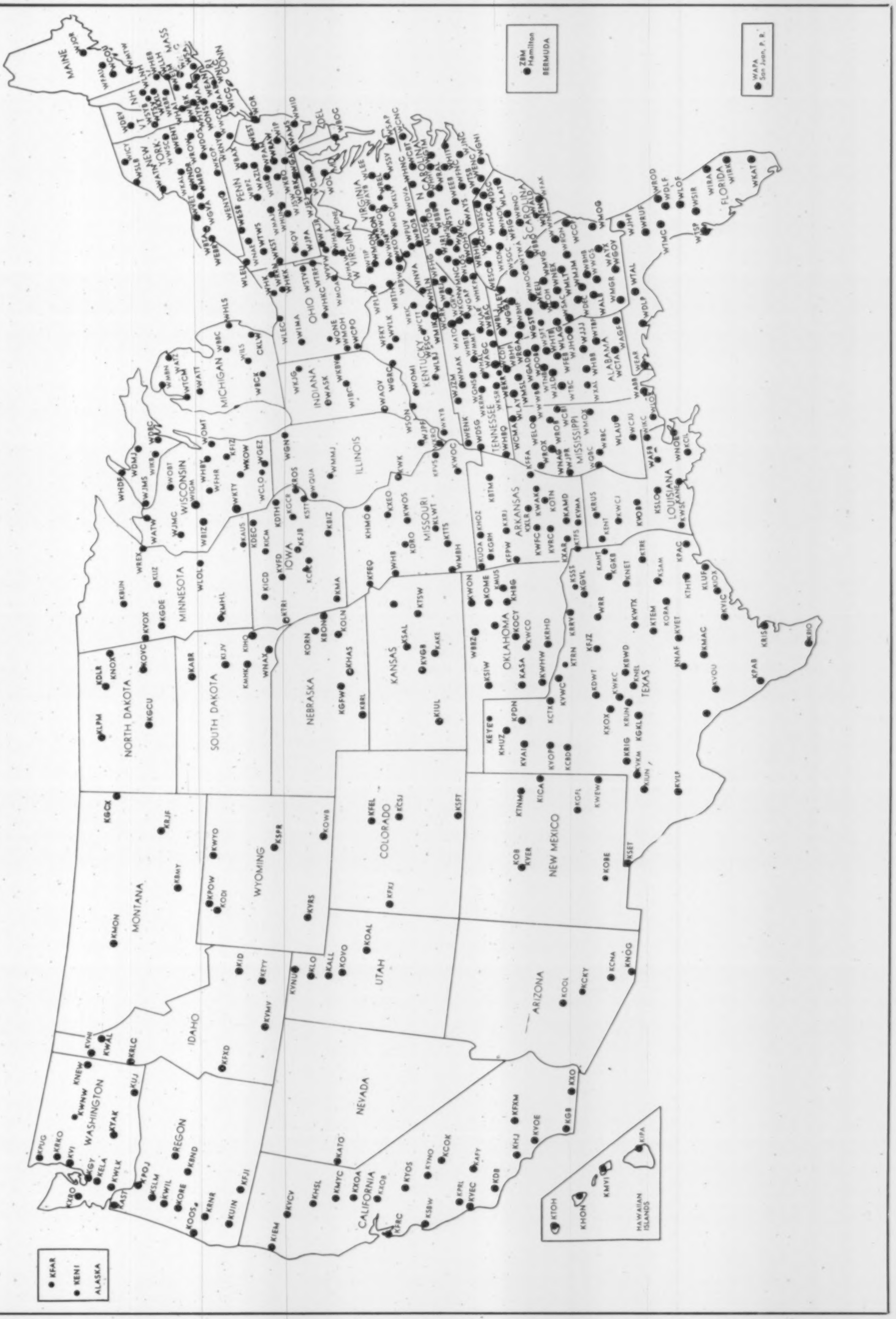
Producers-Directors

Gilbert Fates	Barry Wood
Paul Feigay	

Directors	*Associate Directors*
Frances Buss	Robert Bleyer
Roland Gillett	Henry Hobhouse
Don Hewitt	Theodore Marvel
Alexander Leftwich	John Peyser
Ralph Levy	Stephen Price
Bernard London	Kenneth Redford
Kingman Moore	Clarence Schimmel
Fred Rickey	Herbert Sussan
Hugh Rogers	Lela Swift
Franklin Schaffner	John Wray
Robert Stevens	

Washington Office—Warner Building, Washington 4, D. C.
Earl H. Gammons, *Vice President in Charge of Washington Operations*

MUTUAL BROADCASTING SYSTEM


MAINE
NH
VT
MASS
CONN
RI
NEW YORK
PENN
NJ
DEL
MD
VIRGINIA
W VIRGINIA
N CAROLINA
S CAROLINA
GEORGIA
FLORIDA
OHIO
INDIANA
MICHIGAN
ILLINOIS
WISCONSIN
KENTUCKY
TENNESSEE
ALABAMA
MISSISSIPPI
LOUISIANA
ARKANSAS
MISSOURI
IOWA
MINNESOTA
NORTH DAKOTA
SOUTH DAKOTA
NEBRASKA
KANSAS
OKLAHOMA
TEXAS
NEW MEXICO
COLORADO
WYOMING
MONTANA
IDAHO
UTAH
ARIZONA
NEVADA
WASHINGTON
OREGON
CALIFORNIA
ZBM Hamilton
BERMUDA
WAPA San Juan, P. R.
KFAR
KENI
ALASKA
KTOH
KHON
KMVI
KIPA
HAWAIIAN ISLANDS

NATIONAL BROADCASTING COMPANY

30 Rockefeller Plaza 20, New York City. Telephone: Circle 7-8300

Registered Telegraphic Address: NATBROCAST, NEW YORK

BOARD OF DIRECTORS

James Rowland Angell
Arthur E. Braun
John T. Cahill
Gano Dunn
Frank M. Folsom
George L. Harrison
Harry C. Ingles
Charles B. Jolliffe
Edward F. McGrady
Edward J. Nally
David Sarnoff
Niles Trammell

OFFICERS

David Sarnoff, *Chairman of the Board*
Niles Trammell, *President*
Charles R. Denny, *Executive Vice President*
Ken R. Dyke, *Administrative Vice President*
Harry C. Kopf, *Administrative Vice President*
John H. MacDonald, *Administrative Vice President*
Sidney N. Strotz, *Administrative Vice President*
William Brooks, *Vice President*
Sydney Eiges, *Vice President*
Charles P. Hammond, *Vice President*
O. B. Hanson, *Vice President*
William S. Hedges, *Vice President*
Gustav B. Margraf, *Vice President & General Attorney*
John F. Royal, *Vice President*
Frank M. Russell, *Vice President*
I. E. Showerman, *Vice President*
H. F. McKeon, *Controller*
R. J. Teichner, *Treasurer & Assistant Secretary*
Lewis MacConnach, *Secretary*
Wayne Mason, *Assistant Secretary*

Departments and Divisions

EXECUTIVE OFFICES

Niles Trammell, *President*
Charles R. Denny, *Executive Vice President*
Ken R. Dyke, *Administrative Vice President in charge of Programs*
Harry C. Kopf, *Administrative Vice President in Charge of Sales and Stations*
John H. MacDonald, *Administrative Vice President in Charge of Finance*
Sidney N. Strotz, *Administrative Vice President in Charge of Television & The Western Division*
Charles P. Hammond, *Vice President & Assistant to the President*
William S. Hedges, *Vice President in Charge of Planning & Development*
John Royal, *Vice President*
Henry Ladner, *Assistant to Administrative Vice President in Charge of Finance*
Clay Morgan, *Assistant to the President and Director of Special Services and Guest Relations*
Albert E. Walker, *Executive Assistant*

ADVERTISING AND PROMOTION DEPARTMENT

James Nelson, *Director*
Roy C. Porkous, *Manager*
Allen Hurlburt, *Art Director*
George W. Wallace, *Television & Network Sales Promotion Manager*

BUDGET

John Tiedeman, *Budget Officer*

CONTINUITY ACCEPTANCE DEPARTMENT

Stockton Helffrich, *Manager*

CONTROLLERS DEPARTMENT

Harry F. McKeon, *Controller*
Harold M. Kelly, *Assistant Controller*
Hugh R. McGeachie, *Assistant Controller*

ENGINEERING DEPARTMENT

O. B. Hanson, *Vice President and Chief Engineer*
George McElrath, *Director of Engineering Operations*
William A. Clarke, *Administrative Assistant*
E. R. Cullen, *Operations Assistant*
J. D'Agostino, *Liaison Engineer*
Raymond F. Guy, *Manager, Radio and Allocations Engineering*
William Duttera, *Staff Allocations Engineer*
Chester A. Rackey, *Manager, Audio and Video Engineering*
Robert E. Shelby, *Director of Television Engineering Operations*
George M. Nixon, *Manager of Engineering Development*
T. H. Phelan, *New York Division Engineer*
James Wood, Jr., *Manager of Technical Services*
H. C. Luttgens, *Central Division Engineer*—Chicago
A. H. Saxton, *Western Division Engineer*—Hollywood

GENERAL SERVICE DEPARTMENT

Edward M. Lowell, *Director*
Walter E. Giebelhaus, *Manager of Building Maintenance Division*
Helen Davis, *Manager of Office Services Division*

GUEST RELATIONS DEPARTMENT

Paul Rittenhouse, *Manager*
William Ervin, *Executive Assistant Manager*
John Mills, *Assistant Manager in Charge of Reception*
Peter Tintle, *Assistant Manager in Charge of Tours*

INFORMATION DEPARTMENT

Horton Heath, *Director*
Irene Kuhn, *Assistant Director*
Anita Barnard, *Manager of Correspondence Division*

LEGAL DEPARTMENT

Gustav B. Margraf, *Vice President & General Attorney*
Robert P. Myers, *Assistant General Attorney*
Thomas E. Ervin, *Senior Attorney*
Edmund Souhami, *Senior Attorney*
John P. King, *Attorney*
Paul B. Lynch, *Attorney*
Richard H. Graham, *Attorney* (Hollywood)
Thomas H. Compere, *Attorney* (Chicago)
Willson I. Hurt, *Attorney* (Denver)
Cahill, Gordon, Zachry & Reindel, *Counsel* (New York & Washington)

NATIONAL SPOT SALES DEPARTMENT

James V. McConnell, *Director*
John de Russy, *Manager*
Jacob Evans, *Promotion Manager*

NETWORK SALES DEPARTMENT

George H. Frey, *Director*
Edward R. Hitz, *Assistant Director*
Reynold R. Kraft, *Assistant Director*

NEWS AND SPECIAL EVENTS DEPARTMENT

William F. Brooks, *Vice President in Charge*
Francis C. McCall, *Director of News & Special Events*
Adolph J. Schneider, *Director of TV News & Special Events*
Joseph O. Meyers, *Manager of Operations*
Burroughs H. Prince, *Night Manager of Operations*
Jeanette Kriendler, *Office Manager*

INTERNATIONAL DIVISION

Frederick B. Bate, *Assistant to the Vice President*
Cal Abraham, *Station Liaison & Public Relations Director*

PERSONNEL DEPARTMENT

Ernest de la Ossa, *Director*
Theodore Thompson, *Manager*
Helen Korday, *Employment Manager*
William M. Roden, *Records & Research Manager*
Donald C. Bogert, *Employee Services Manager*

PRESS DEPARTMENT

Sydney Eiges, *Vice President in Charge*
Thomas E. Knode, Director
Jo Dine, *Trade News Editor*
Allan Kalmus, *Television Editor*
Leo Hershdorfer, *Feature and Copy Editor*
John Slocum, *Magazine Editor*
Sam Kaufman, *Exploitation Editor*
James Miller, *Column Editor*
Leonard Meyers, *Music Editor*
Sidney Desfor, *Photo Editor*

PROGRAM DEPARTMENT

Thomas McCray, *National Program Director*
Arch Robb, *Assistant Program Director in Charge of Program Operations*
Robert K. Adams, *Production Manager*
Thomas H. Belviso, *Manager of the Music Library*
Samuel Chotzinoff, *General Music Director*
Patrick J. Kelly, *Manager of Announcers*
Allin Robinson, *Night Program Manager*
Frederick Knopfke, *Sound Effects Manager*
William Stern, *Director of Sports*
Richard P. McDonagh, *Manager, Script Division*
Grace H. Sniffin, *Supervisor Business Office*

PUBLIC AFFAIRS AND EDUCATION DEPARTMENT

Sterling Fisher, *Manager*
Doris Corwith, *Director of Talks & Religious Broadcasts*
Margaret Cuthbert, *Director of Public Affairs*
Jane T. Wagner, *Director of Education*

RADIO RECORDING DEPARTMENT

Robert W. Friedheim, *Director*
George C. Stevens, *Business Manager*
Charles G. Hicks, Jr., *Recording Sales Manager*
Donald J. Mercer, *Thesaurus & Syndicated Sales Manager*
H. H. Wood, *Program Director*
Frank McMahon, *Promotion Manager*

RESEARCH DEPARTMENT

Hugh M. Beville, Jr., *Director*
Barry T. Rumple, *Manager*

STATIONS DEPARTMENTS

Easton C. Woolley, *Director*
Burton Adams, *Manager—Cooperative Programs Division*

STATIONS RELATIONS DEPARTMENT

Sheldon B. Hickox Jr., *Manager*

TRAFFIC DEPARTMENT

Harry A. Woodman, *Manager*

TELEVISION DEPARTMENT

Carleton D. Smith, *Director of Television Operations*
J. Robert Myers, *Administrative Assistant to Director of Television Operations*
Norman Blackburn, *National Director, TV Programming*
Warren Wade, *Production Manager*
Russ Johnston, *Director of Film Division*
Robert Wade, *Manager of Production Facilities*
R. E. Shelby, *Director of Television Engineering Operations*

TRANSPORTATION DEPARTMENT

Marie F. Dolan, *Manager*

TREASURERS DEPARTMENT

Rudolph J. Teichner, *Treasurer*
William A. Williams, *Assistant to the Treasurer*
William D. Bloxham, *Purchasing Agent*

OPERATED STATIONS

James M. Gaines, *Director of Owned and Operated Stations*

WNBC—New York

Thomas B. McFadden, *Manager, WNBC, WNBC-FM & WNBT*
Donald Norman, *Sales Manager*
de Lancy Provost, *Program Manager*
Charles B. H. Vaill, *Advertising and Promotion Manager*
Murray Harris, *Press Manager*
Fred Heywood, *Manager News and Special Events*
Thomas Page, *Farm Director*

WTAM—Cleveland

John McCormick, *Station Manager*
Howard Barton, *Promotion and Public Relations Manager*
Ralph Eckhart, *Press Manager*
Howard Gallagher, *Sales Manager*
Samuel Leonard, *Engineer in Charge*
Edward Wallace, *Director of News & Special Events*
Charles Bevis, Jr., *Manager TV Station WNBK*

KOA—Denver

Lloyd Yoder, *General Manager*
Clarence Moore, *Program Manager*
Dale Newbold, *Auditor and Personnel Director*
Robert Owen, *Engineer in Charge*
Randolph Smith, *Promotion Manager*

KNBC—San Francisco

John Elwood, *General Manager*
George Greaves, *Assistant General Manager*
Harry Bubeck, *Program Manager*
A. Crapsey, *Local Sales Manager*
James Day, *Director of Public Affairs*
Alphonse Diedrichs, *Auditor & Office Manager*
Ethel Gilchrist, *Manager Sales Promotion*
Byron Mills, *Continuity Acceptance Manager*
Curtis Peck, *Engineer in Charge*
John Thompson, *Manager, News, Public Affairs & Education*

CENTRAL DIVISION—CHICAGO

Merchandise Mart, Chicago 54, Illinois
Tel. Superior 8300

I. E. Showerman, *Vice President in Charge*
Thomas H. Compere, *Attorney*
William Drips, *Director of Agriculture*
Robert Guilbert, *Continuity Acceptance Manager*
Jules Herbuveaux, *Television Manager*
A. W. Kaney, *Station Relations Manager*
David Lasley, *Promotion Manager, Central Division*
Howard C. Luttgens, *Division Engineer*
Paul McCluer, *Network Sales Manager*
Oliver Morton, *National Spot Sales Manager*
William B. Ray, *News & Special Events Manager*
Jack Ryan, *Press Manager*
Judith Waller, *Public Affairs Director*
John Whalley, *Business Manager*

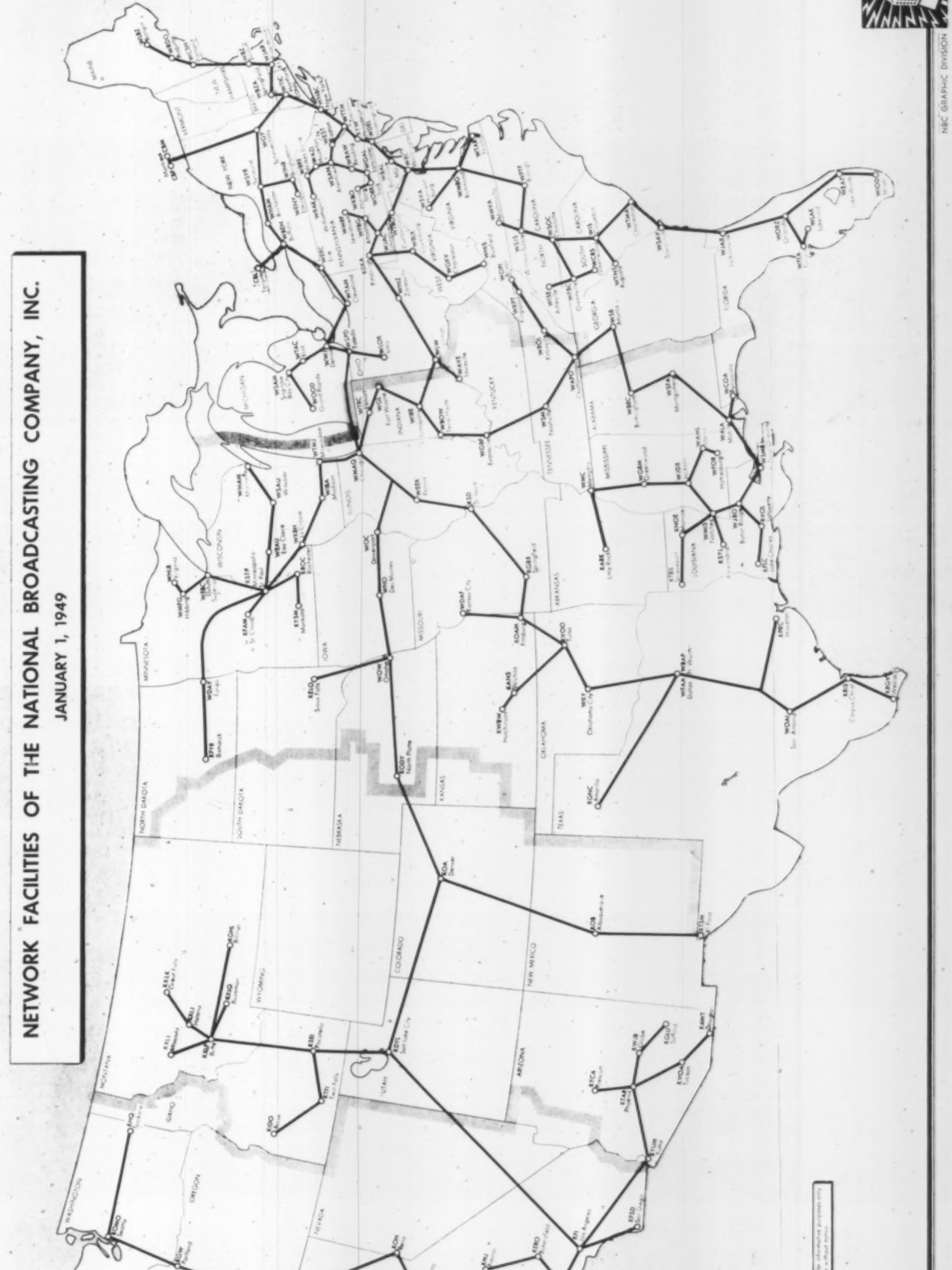
WESTERN DIVISION—HOLLYWOOD

Sunset Blvd. and Vine St., Hollywood 28, Calif.
Tel. Hollywood 6161

Sidney N. Strotz, *Administrative Vice President in Charge*
Lewis S. Frost, *Assistant to the Vice President*
Frank Berend, *Western Division, Network Sales Manager*
Harold Bock, *Western Division Television Manager*
Robert V. Brown, *Western Networks Program Manager*
Frank Dellett, *Auditor*
Paul Gale, *Traffic Manager*
Donald Honrath, *Continuity Acceptance Manager*
Robert E. Howard, *Western Division National Spot Sales Manager*
Henry Maas, *Sales and Program Traffic Manager*
Helen M Hall, *Acting Promotion and Advertising Manager*

NETWORK FACILITIES OF THE NATIONAL BROADCASTING COMPANY, INC.

JANUARY 1, 1949


WASHINGTON
OREGON
CALIFORNIA
NEVADA
IDAHO
MONTANA
UTAH
ARIZONA
WYOMING
COLORADO
NEW MEXICO
NORTH DAKOTA
SOUTH DAKOTA
NEBRASKA
KANSAS
OKLAHOMA
TEXAS
MINNESOTA
IOWA
MISSOURI
ARKANSAS
LOUISIANA
WISCONSIN
ILLINOIS
MICHIGAN
INDIANA
OHIO
KENTUCKY
TENNESSEE
MISSISSIPPI
ALABAMA
GEORGIA
FLORIDA
SOUTH CAROLINA
NORTH CAROLINA
VIRGINIA
WEST VIRGINIA
PENNSYLVANIA
NEW YORK
VERMONT
NEW HAMPSHIRE
MAINE
KOA Denver
KOB Albuquerque
KTSM El Paso
KDYL Salt Lake City
WDAY Fargo
KFYR Bismarck
KSTP Minneapolis St. Paul
WOW Omaha
WDAF Kansas City
KSD St. Louis
WMAQ Chicago
WKY Oklahoma City
WBAP Fort Worth
WFAA Dallas
WOAI San Antonio
KPRC Houston
WSB Atlanta
WSM Nashville
shown are for informative purposes only and subject to change without notice.

NBC GRAPHIC DIVISION

CANADIAN BROADCASTING CORPORATION: EXECUTIVES AND STAFF

BOARD OF GOVERNORS

A. Davidson Dunton, Ottawa, Ont., *Chairman*
Rene Morin, Montreal, Que., *Vice-Chairman*
Mrs. T. W. Sutherland, Revelstoke, B. C.
F. J. Crawford, Toronto, Ont.
Dean Adrien Pouliot, Laval University, Que.
Dr. G. Douglas Steel, Charlottetown, P. E. I.
John J. Bowlen, Calgary, Alta.
(H. M. Palmer, secretary, 140 Wellington St., Ottawa, Ont.)

(two vacancies)

HEAD OFFICE

Victoria Bldg., 140 Wellington St., Ottawa, Ont.

Dr. Augustin Frigon, *General Manager*
(also Keefer Bldg., 1440 St. Catherine St. W., Montreal, Que.)

Donald Manson, *Assistant General Manager*
R. P. Landry, *Director of Personnel and Administrative Services*
G. W. Richardson, *Assistant Director of Personnel and Administrative Services*
K. M. Kelly, *Supervisor of Personnel and Welfare*
Marcel Carter, *Supervisor of Administrative Services*
A. E. Tetu, *Chief of Records*
V. F. Segee, *Editor, "RADIO" (CBC Staff Magazine)*
(354 Jarvis Street, Toronto 5, Ont.)
H. Bramah, *Treasurer*
S. Schnobb, *Assistant to Treasurer*
W. R. Mortimer, *Supervisor of Expenditures*
F. W. Savignac, *Assistant to Executive-Legal*
H. M. Palmer, *Secretary to Board of Governors*

NATIONAL PROGRAM OFFICE

354 Jarvis St., Toronto 5, Ont.

Ernest L. Bushnell, *Director-General of Programs*
Charles Jennings, *General Supervisor of Programs*
Harry J. Boyle, *Program Director Trans-Canada Network*
H. G. Walker, *Manager, Dominion Network*
Andrew Allan, *Supervisor of Drama*
Walter Anderson, *Supervisor of Program Clearance*
W. H. Brodie, *Supervisor of Broadcast Language*
D. Claringbull, *Manager, Personnel and Administrative Services*
W. J. Dunlop, *Supervisor of International Exchange & Institutional Broadcasts*
Mary Grannan, *Children's Broadcasts*
H. E. S. Hamilton, *Technical Liaison Officer (Engineering Division)*
H. Hilliard, *Supervising Engineer (Toronto Area)*
E. W. Jackson, *Traffic Manager*
J. M. Kannawin, *Supervisor of Presentation*
R. S. Lambert, *Supervisor of School Broadcasts*
Elizabeth D. Long, *Women's Interests*
D. C. McArthur, *Chief News Editor*
Neil M. Morrison, *Supervisor of Talks and Public Affairs*
Fergus Mutrie, *Supervisor of Farm Broadcasts*
H. Z. Palmer, *Assist. Program Director Trans-Canada Network*
A. E. Powley, *News Features Editor*
J. Frank Willis, *Supervisor of Feature Broadcasts*

COMMERCIAL DIVISION

354 Jarvis St., Toronto 5, Ont.

E. A. Weir, *Commercial Manager*
W. E. Powell, *Assistant Commercial Manager*
W. R. Johnston, *Supervisor of Acceptance and Production*
Hugh Clark, *Sales Representative*
T. T. Odell, *Sales Representative*
L. E. Pegg, *Sales Representative*
Arthur Barr, *Sales and Commercial Traffic*
H. F. Chevrier, *Coverage Statistics*

PRESS AND INFORMATION SERVICE

Ron C. Fraser, *Supervisor of Press & Information Service, Head Office*
(354 Jarvis St., Toronto 5, Ont.)
Robert S. Bryden, *Chief of Publications, Head Office*
Harriett M. Ball, *Press and Information Representative, Head Office*
Valentine K. Barrow, *Reference Librarian, Head Office*
Jean St. Georges, *Supervisor of Press and Information, French*
(1231 St. Catherine St. W., Montreal, Que.)
Robert Elie, *Press and Information Representative*
(1231 St. Catherine St. W., Montreal, Que.)
C. E. L'Ami, *Press and Information Representative*
(300 Manitoba Telephone Bldg., Winnipeg, Man.)
W. G. Clark, *Press and Information Representative*
(701 Hornby Street, Vancouver, B. C.)
T. C. Fairley, *Press and Information Representative of International Service*
(1551 Bishop Street, Montreal, Que.)
Wyn Rhydwen, *Press and Information Representative*
(100 Sackville St., Halifax, N. S.)

BROADCAST REGULATIONS DIVISION

354 Jarvis St., Toronto 5, Ont.

Geo. R. Young, *Manager, Broadcast Regulations*
R. E. Keddy, *Assistant to Manager*
R. S. Macpherson, *Food and Drug Continuity Clearance*

STATION RELATIONS DIVISION

354 Jarvis St., Toronto 5, Ont.

Geo. R. Young, *Director of Station Relations*
R. E. Keddy, *Assistant to Director*
I. M. Ritchie, *Program Distribution*
Maurice Goudrault, *Supervisor of Station Relations (Quebec)*
(Keefer Bldg., 1440 St. Catherine St. W., Montreal, Que.)

ENGINEERING DIVISION

Keefer Bldg., 1440 St. Catherine St. W., Montreal, Que.

Gordon W. Olive, *Chief Engineer*
J. A. Ouimet, *Assistant Chief Engineer*
W. A. Nichols, *Plant Engineer*
D. G. McKinstry, *Chief Architect*
W. G. Richardson, *Transmission and Development Engineer*
N. R. Olding, *Operations Engineer*
M. L. Poole, *Project Engineer*
C. E. Stiles, *Supervisor of Purchasing and Stores*
H. E. S. Hamilton, *Supervising Engineer (Network Operations)*
(354 Jarvis St., Toronto 5, Ont.)

REGIONAL OFFICES

Maritime Region, United Service Bldg., 100 Sackville St., Halifax, N. S.

W. E. S. Briggs, *Maritime Regional Representative*
H. M. Smith, *Regional Engineer (CBA, Sackville, N. B.)*

Quebec Region, King's Hall Bldg., 1231 St. Catherine St., W., Montreal, Que.

Armand Berube, *Supervisor of Farm Broadcasts*
Rupert Caplan, *Supervisor of Production*
R. Daveluy, *Supervisor of Presentation*
Benoit Lafleur, *Supervisor of Talks and Public Affairs*
W. J. O'Reilly, *Program Director, CBM*
Marcel Ouimet, *Director of French Network*
J. R. Samson, *Manager, Personnel and Administrative Services*
Aurele Seguin, *Supervisor of School Broadcasts*
Maurice Valiquette, *Commercial Manager*

Prairie Region, 300 Manitoba Telephone Bldg.

Winnipeg, Man.

James R. Finlay, *Regional Representative*

British Columbia Region, 701 Hornby St., Vancouver, B. C.

Kenneth Caple, *Regional Representative*
A. B. Ellis, *Regional Engineer*
H. W. Paulson, *Commercial Representative*

CBC INTERNATIONAL SERVICE

1236 Crescent St., Montreal, Que.

Ira Dilworth, *General Supervisor*
C. R. Delafield, *Assistant General Supervisor*
F. P. Johnson, *Senior Engineer*
(1551 Bishop St., Montreal, Que.)
A. D. Monk, *Manager, Personnel and Administrative Services*
A. G. Cowan, *European Representative*
(c/o BBC, 200 Oxford St., London W.1, England)
J. S. Peach, *Supervisor of the United Kingdom and Commonwealth Section*
G. Arthur, *Supervisor of the French Section*
(1551 Bishop St., Montreal, Que.)
S. W. Griffiths, *Supervisor of the European Section*
H. W. Morrison, *Supervisor of the Latin American Section*
(1551 Bishop St., Montreal, Que.)
King Gordon, *United Nations Representative*
(CBC United Nations, Lake Success, N. Y.)

CBC OVERSEAS OFFICE

c/o BBC, 200 Oxford St., London W.1, England

Andrew G. Cowan, *European Representative*
Matthew Halton, *European Representative*

NATIONAL BROADCASTING COMPANY

(Continued from Page 372)

Jennings Pierce, *Public Interest, Station Relations & Guest Relations Manager*
Leslie Raddatz, *Network Press Manager—Western Division*
Alfred Saxton, *Division Engineer*
Roger Sprague, *Network News Manager—Western Division*

WASHINGTON 5, D. C.

724 14th Street N. W., Washington 5, D. C.
Tel. Republic 4000

Frank M. Russell, *Vice President in Charge*
William McAndrew, *Assistant to the Vice President*
R. G. Coldenstroth, *Auditor*
Mahlon Glascock, *Director of Sales*
Walter Royen, *Press Manager*
Donald Cooper, *Chief Engineer*
James Seiler, *Personnel & Research Manager*
George Wheeler, *Director of Programs*
Lorin Myers, *Promotion Manager*

FOREIGN REPRESENTATIVES

Henry Cassidy, France
Merrill Mueller, England
Leon Pearson, Switzerland
George Thomas Folster, Japan
Edwin Haaker, Germany
John Donovan, Middle East
Osman Ferda, Turkey
Sven Norberg, Sweden
Jack Begon, Italy
Bert Silen, Philippines
Marion Mulroney, Hawaii
Henry Bagley, South America
A. D. Bramstedt, Alaska
Edward Scott, Panama

NBC STATIONS PLANNING & ADVISORY COMMITTEE

Martin Campbell, WFAA Dallas, Tex.
Paul W. Morency, WTIC Hartford, Conn.
Richard Mason, WPTF Raleigh, N. C.
Milton Greenebaum, WSAM Saginaw, Mich.
H. Quenton Cox, KGW Portland, Ore.
John J. Gillin, Jr., WOW Omaha, Neb.
Wiley Harris, WJDX, Jackson, Miss.
S. S. Fox, KDYL Salt Lake City, Utah

STATIONS OWNED AND OPERATED BY THE NATIONAL BROADCASTING CO.

WNBC New York
WMAQ Chicago
WRC Washington
WTAM Cleveland
KNBC San Francisco
KOA Denver
WNBT New York (Television)
WNBW Washington (Television)
WNBK Cleveland (Television)
KNBH Hollywood (Television)
WNBQ Chicago (Television)

MUTUAL NETWORK

(Continued from Page 370)

Norman Knight, *Field Representative*
Roy Danish, *Manager, Station Information*
James Mahoney, *Field Representative* (Eastern)
Paul Hancock, *Field Representative*

CHICAGO STAFF

Adolf N. Hult, *Vice President in Charge of Midwest Operations*
MacKenzie Ward, *Midwestern Sales Manager*
James Mahoney, *Manager of Western Division (Station Relations)*
Dorothy Reynolds, *Office Manager & Manager of Sales Service*
Myrtle Goulet, *Manager of Sales Traffic*
Gilbert McClelland, *Director of Sales Promotion*
George Herro, *Publicity Director*

DETROIT

Herbert Faust, *Central Division Manager*

PHILADELPHIA & PITTSBURGH

Howard Cann, *Sales Representative*

HOLLYWOOD

Ned Tollinger, *Program Manager*
Harriet Crouse, *Publicity Director*

FOREIGN NEWS STAFF

Walter Simmons, Tokyo
Gerald Dougherty, Buenos Aires
Jules Dubois, Panama
Richard Dyer, Rio de Janeiro
Ralph Fitkin, Honolulu
Robert Gary, Frankfurt
Randall Gould, Shanghai
O. H. MacClellan, Cairo
Harwood Hull, San Juan
Birger Jacobsen, Stockholm
Richard Johnson, Seoul, Korea
Arthur Mann, London
Robert Haney, Paris
Clive B. Smith, Mexico City
Robert Stewart, Manila
James Wellard, Rome
Arthur D. Salzman, Palestine
Charles Lanius, Istanbul
Quentin Pope, New Zealand
William Stearman, Vienna
John E. Thompson, Berlin

M B S COMMENTATORS

Cecil Brown, New York
Bill Cunningham, Boston
Cedric Foster, Boston
Gabriel Heatter, New York
William Hillman, Washington
Robert Hurleigh, Chicago
Fulton Lewis, Jr., Washington
Henry LaCossitt, New York
Kate Smith and Ted Collins, New York
Albert L. Warner, Washington
Hy Gardner and Danton Walker, New York
Paul Neilson, Chicago
William L. Shirer, New York
John B. Kennedy, New York
Jimmy Fidler, Los Angeles
Bill Henry, New York

Keystone Broadcasting System Transcription Network: Officers and Affiliates

Headquarters—580 Fifth Ave., New York City. Telephone: Plaza 7-1460

WASHINGTON
MONTANA
NORTH DAKOTA
MINNESOTA
OREGON
IDAHO
WYOMING
SOUTH DAKOTA
WISCONSIN
MICHIGAN
NEW YORK
MAINE
MASS
CONN
N.J.
PENNSYLVANIA
CALIFORNIA
NEVADA
UTAH
COLORADO
NEBRASKA
IOWA
ILLINOIS
INDIANA
OHIO
MD
WEST VIRGINIA
VIRGINIA
KANSAS
MISSOURI
KENTUCKY
ARIZONA
NEW MEXICO
OKLAHOMA
TEXAS
ARKANSAS
TENNESSEE
NORTH CAROLINA
SOUTH CAROLINA
MISSISSIPPI
ALABAMA
GEORGIA
LOUISIANA
FLORIDA

KEYSTONE BROADCASTING SYSTEM, INC.—Officers and directors: Michael M. Sillerman, president; Arthur Wolf, Joseph Bayer, Naylor Rogers, vice presidents; Sidney J. Wolf, secretary-treasurer; William Bayer, assistant secretary. New York Office—580 Fifth Ave. Telephone Plaza 7-1460. Michael M. Sillerman, general manager; Eve Bannier, office manager; James A. Yergin, research director; Noel A. Rhys, account executive. Chicago Office—134 N. LaSalle St. Telephone: State 2-4590. Sidney J. Wolf, secretary-treasurer; E. R. Rogers, director of station relations; Elizabeth M. Mueller, accountant and office manager; Naylor Rogers, western sales manager. Hollywood Office—6331 Hollywood Blvd. Telephone: Hollywood 5338, Elaine N. Gonda, program director. Cleveland Office—310 Citizens Building. Telephone: Cherry 4050. Louis M. Bloch, Jr., Mid-Western sales.

DESCRIPTION OF SERVICE: Keystone Broadcasting System is a transcription network principally covering beyond-Metropolitan markets from coast to coast. Its affiliated stations are joined together in a national system by means of transcription, eliminating wire charges. At time of going to press, the network included 375 affiliated stations. The network supplies its stations with 24 fully scripted sustaining shows per week, filling 1 hour per day, seven days each week, to a total of 7 hours per week. This is the only national, full-sized network in the United States offering national radio advertisers the opportunity to cover the beyond-Metropolitan markets exclusively, in a single transaction, by means of electrical transcription. The System offers its facilities in group network time periods from one hour down to five minutes, and also makes available announcement periods of one-minute, half-minute and 25 words in length. The list of stations affiliated with Keystone as of Jan. 1, 1949, is as follows:

ALABAMA—WCTA Andalusia; WJLD Bessemer; WEBJ Brewton; WKUL Cullman; WMSL Decatur; WBHP Huntsville; WWWB Jasper; WLAY Muscle Shoals; WJHO Opelika; WHTB Talladega; WTBF Troy; WTBC Tuscaloosa; WMFT Florence; WXAL Demopolis; WKLF Clanton; WOOF Dothan.

ALASKA—KFQD Anchorage; KINY Juneau; KTKN Ketchikan.

ARIZONA—KTYL Mesa.

ARKANSAS—KAMD Camden; KFFA Helena; KWFC Hot Springs; KBTM Jonesboro; KDRS Paragould; KOTN Pine Bluff; KXRJ Russellville; KUOA Siloam Springs.

CALIFORNIA—KCVR Lodi; KPRL Paso Robles; KTIP Porterville; KVEC San Luis Obispo; KUCB Blythe; KROP Brawley; KREO Indio; KPRO Riverside; KSYC Yreka; KGFN Grass Valley; KSON San Diego; KUBA Yuba.

COLORADO—KGIW Alamosa; KFXJ Grand Junction; KOKO La Junta; KGEK Sterling; KCRT Trinidad; KBOL Boulder; KRLN Canon City; KCOL Fort Collins; KUBC Montrose; KVRH Salida.

CONNECTICUT—WNOC Norwich.

FLORIDA—WLBF Leesburg; WDHL Bradenton; WINK Ft. Myers; WJVB Jacksonville Beach; WTMC Ocala; WDLP Panama City; WTRR Sanford; WRHP Tallahassee; WKWF Key West; WSWN Belle Glade; WTAN Clearwater; WEUS Eustis; WCNU Crestview.

GEORGIA—WGAU Athens; WMGR Bainbridge; WMOG Brunswick; WLBB Carrolton; WBHF Cartersville; WGAA Cedartown; WMJM Cordele; WMOC Covington; WBLJ Dalton; WMLT Dublin; WSGC Elberton; WGGA Gainesville; WKEU Griffin; WLAG La Grange; WMVG Milledgeville; WMGA Moultrie; WRGA Rome; WWNS Statesboro; WLET Toccoa; WRQN Vidalia; WAYX Waycross; WRLD West Point; WBBQ Augusta.

IDAHO—KBIO Burley; KID Idaho Falls; KWAL Wallace; KWEI Weiser; KPST Preston.

ILLINOIS—WMRO Aurora; WDWS Champaign; WEBQ Harrisburg; WJPF Herrin; WLDS Jacksonville; WJOL Joliet; WKAI Macomb.

INDIANA—WHBU Anderson; WTOM Bloomington; WTRC Elkhart; WKMO Kokomo; WLBC Muncie; WFTW Fort Wayne; WTCJ Tell City.

IOWA—KSIB Creston.

KANSAS—KVAK Atchison; KGNO Dodge City; KTSW Emporia; KIUL Garden City; KWHK Hutchinson; KIND Independence.

KENTUCKY—WLBJ Bowling Green; WCTT Corbin; WHLN Harlan; WHOP Hopkinsville; WOMI Owensboro.

LOUISIANA—WIHL Hammond; KWCJ Natchitoches; KSLO Opelousas; KPDR Alexandria.

MAINE—WAGM Presque Isle; WJOR Bangor.

MASSACHUSETTS—WOCB Cape Cod-West Yarmouth.

MICHIGAN—WATZ Alpena; WATT Cadillac; WHDF Calumet; WDBC Escanaba; WIKB Iron Mountain; WJMS Ironwood; WKLA Ludington; WDMJ Marquette; WMBN Petoskey; WHLS Port Huron; WTCM Traverse City; WMRP Flint.

MINNESOTA—KTRF Thief River Falls.

MISSISSIPPI—WROX Clarksdale; WCJU Columbia; WCBI Columbus; WJPR Greenville; WGRM Greenwood; WGCM Gulfport; WFOR Hattiesburg; WAML Laurel; WMOX Meridian; WMIS Natchez; WELO Tupelo; WQBC Vicksburg; WROB West Point; WKOZ Kosciusko; WAZF Yazoo City; WAPF McComb; WHOC Philadelphia.

MISSOURI—KDMO Carthage; KWOS Jefferson City; KWOC Poplar Bluff; KTTR Rolla; KDRO Sedalia; KWPM West Plains; KREI Farmington; KSGM St. Genevieve.

MONTANA—KBMY Billings; KBOW Butte; KAVR Havre; KRJF Miles City; KGCX Sidney; KIYI Shelby; KPRK Livingston.

NEBRASKA—KORN Fremont; KHAS Hastings; KGFW Kearney; KODY North Platte; KOLT Scottsbluff.

NEVADA—KELN Ely; KRAM Las Vegas.

NEW HAMPSHIRE—WMOU Berlin; WLNH Laconia.

NEW JERSEY—WSNJ Bridgeton.

NEW MEXICO—KWEW Hobbs; KCHS Hot Springs; KGFL Roswell; KTNM Tucumcari; KSVP Artesia.

NEW YORK—WMBO Auburn; WWSC Glens Falls; WICY Malone; WALL Middletown; WSLB Ogdensburg; WHDL Olean; WEAV Plattsburg; WNBZ Saranac Lake; WHUC Hudson.

NORTH CAROLINA—WFRC Reidsville; WBBB Burlington; WEGO Concord; WCKB Dunn; WCNC Elizabeth City; WGNC Gastonia; WHNC Henderson; WHKP Hendersonville; WHKY Hickory; WMFR High Point; WJRI Lenoir; WBUY Lexington; WTSB Lumberton; WCBT Roanoke Rapids; WLOE Leaksville; WBBO Forest City; WABZ Albemarle; WCEC Rocky Mount; WSTS Southern Pines; WMAP Monroe.

NORTH DAKOTA—KOVC Valley City; KDIX Dickinson.

OHIO—WFIN Findlay; WMOA Marietta; WMRN Marion; WJEL Springfield.

OKLAHOMA—KVSO Ardmore; KASA Elk City; KTJS Hobart; KHBG Okmulgee; WBBZ Ponca City; KSEO Durant; KWHW Altus; KWCO Chickasha; KVLH Paul's Valley.

OREGON—KWIN Ashland; KAST Astoria; KBKR Baker; KBND Bend; KLBM La Grande; KRNR Roseburg; KODL The Dalles; KTIL Tillamook; KRUL Corwallis; KWRO Coquille; KOCO Salem; KASH Eugene.

PENNSYLVANIA—WKAP Allentown; WISR Butler; WCED Du Bois; WHUN Huntingdon; WDAD Indiana; WKRZ Oil City; WMAJ State College; WMCK McKeesport.

SOUTH CAROLINA—WOLS Florence; WKDK Newberry; WRHI Rock Hill; WLBG Laurens; WMRA Myrtle Beach; WFGN Gaffney.

SOUTH DAKOTA—KDSJ Deadwood; KGFX Pierre; KWAT Watertown.

TENNESSEE—WLAR Athens; WOPI Bristol; WJZM Clarksville; WKRM Columbia; WHUB Cookeville; WDSG Dyersburg; WHBT Harriman; WMMT McMinnville; WTPR Paris; WETB Johnson City; WGAP Maryville.

(Continued on page 376)

UNIONS AND LABOR GROUPS DEALING IN RADIO FIELDS

Name of Organization	Affiliation	Address Telephone No.	Executive
American Federation of Labor	AFL	901 Mass. Ave. N.W. Washington, D. C. National 3870	William Green, Pres.
Congress of Industrial Organizations	CIO	718 Jackson Pl., N.W. Washington, D. C. Executive 5581	Philip Murray, Pres.
American Communications Association	CIO	5 Beekman St. New York City Courtland 7-1374	Joseph P. Selly, Pres. William Bender, Vice-Pres. Atlantic Branch Local #1 Broadcast
International Brotherhood of Electrical Workers	AFL	1200 15th St. N.W. Washington, D. C. District 3766	B. W. Tracy, Pres. J. Scott Milne, Secy.
American Federation of Musicians	AFL	570 Lexington Ave. New York City Plaza 8-0600	James C. Petrillo, Pres. Leo Cluesmann, Secy.
International Alliance of Theatrical Stage Employes and Moving Picture Machine Operators	AFL	630 Fifth Ave. New York City Circle 5-4370	Richard F Walsh, Pres. William P. Raoul, Secy-Treas.
Radio Writers' Guild of the Authors League of America	....	6 E. 39th St. New York City Murray Hill 5-6930	Erik Barnoux, Natl. Pres. Welbourn Kelley, V. P. Eastern Region
		203 N. Wabash Chicago Andover 5458	Rod Holmgren, Vice-Pres., Mid-Western Region Sam Moore, Vice-Pres., Western Region
		1655 N. Cherokee Ave. Hollywood 28 Gladstone 7128	
American Newspaper Guild	CIO	99 University Pl. New York City Rector 2-0491	Harry Martin, Pres. Sam Eubanks, Executive Vice-Pres. Ralph B. Novak, Secy-Treas.
Associated Actors & Artistes of America	AFL	45 W. 47th St. New York City Plaza 7-6760	Paul Dullzell, Pres.
National Assn. of Ind. Broadcast Engineers & Technicians (NABET)		66 Court St. Brooklyn, New York Main 4-2855 80 E. Jackson Blvd. Chicago, Ill. Wabash 2462 375 O'Farrell St. San Francisco, Calif. Ordway 3-8484	John R. McDonnell, Pres. (San Francisco address) Arthur Hjorth, Vice-Pres. (Chicago address)
Organizations affiliated with Associated Actors & Artistes of America			
Actors Equity Assn.	AFL	45 W. 47th St. New York City Bryant 9-3550	Clarence Derwent, Pres.
American Federation of Radio Artists	AFL	2 W. 45th St. New York City Vanderbilt 6-1810	Clayton Colyer, Pres. George Heller, Natl. Exec. Secy.
		6331 Hollywood Blvd. Hollywood 28, Calif. Hillside 5125	Claude L. McCue, Western Reg. Dir.
American Guild of Musical Artists Inc.	AFL	1697 Broadway New York Circle 6-7130	Lawrence Tibbett, Pres. Hyman R. Faine, Exec. Secy.
American Guild of Variety Artists	AFL	1697 Broadway New York City Circle 6-7130	To Be Elected
Radio and Television Directors Guild	....	114 E. 52nd St. New York 22 Plaza 9-0875	Wm. Sweets, Pres. Newman H. Burnett, Exec.-Secy.
		6305 Yucca St. Hollywood, Calif. Granite 5866	
		203 N. Wabash Chicago Andover 5458	
Screen Actors Guild	AFL	7046 Hollywood Blvd. Hollywood 28, Cal. Hollywood 7311	Ronald Reagan, Pres. John L. Dales, Jr., Ex. Secy.
		545 Fifth Ave. New York 17 Murray Hill 2-0184	Mrs. Florence Marston, Eastern Representative
Radio Guild, Local 50, United Office and Professional Workers of America	CIO	30 E. 29th St. New York City Murray Hill 6-2977	Chester F. X. Burger, Pres. Sylvia Sheridan, Guild Representative

MORE news of all radio

AM • FM • TV • FAX

. . . than all other publications combined! Complete radio news coverage *PLUS* such extra money-making features as "Broadcasting Trends," Merchandising Narratives and Comparative Network Schedules.

$7 FOR 52 WEEKLY ISSUES AND YEARBOOK

KEYSTONE BROADCASTING SYSTEM

(Continued from page 375)

TEXAS—KAND Corsicana; KTRM Beaumont; KNEL Brady; KBWD Brownwood; KDNT Denton; KLUF Galveston; KGVL Greenville; KSAM Huntsville; KEBE Jacksonville; KOCA Kilgore; KPET Lamesa; KPAB Laredo; KFRO Longview; KRBA Lufkin; KORC Mineral Wells; KNET Palestine; KPDN Pampa; KIUN Pecos; KVOP Plainview; KDWT Stamford; KXOX Sweetwater; KTEM Temple; KTFS Texarkana; KGKB Tyler; KVOU Uvalde; KVWC Vernon; KVIC Victoria; KCRT Baytown; KVKM Monahans; KVLF Alpine; KRUN Ballinger; KIOX Bay City; KSTB Breckenridge; KELP El Paso; KOSF Nacogdoches; KSTV Stephenville; KSST Sulphur Springs; KGAF Gainesville.

UTAH—KSUB Cedar City; KVNU Logan; KOAL Price; KJAM Vernal; KOPP Ogden.

VERMONT—WSYB Rutland; WWSR St. Albans; WDEV Waterbury.

VIRGINIA—WCHV Charlottesville; WKEY Covington; WSVS Crewe; WFVA Fredericksburg; WMVA Martinsville; WNVA Norton; WPUV Pulaski; WLPM Suffolk; WINC Winchester; WHLF South Boston; WAYB Waynesboro; WVEC Hampton.

WASHINGTON—KXRO Aberdeen; KVOS Bellingham; KELA Centralia; KRKO Everett; KWLK Longview; KSEM Moses Lake (Columbia Basin); KGY Olympia; KONP Port Angeles; KTBI Tacoma; KWWB Walla Walla.

WEST VIRGINIA—WHAR Clarksburg; WLOG Logan; WAJR Morgantown; WBRW Welch; WDNE Elkins; WLOH Princeton.

WISCONSIN—WHBY Appleton; WATW Ashland; WCLO Janesville; WOMT Manitowoc; WDLB Marshfield; WIGM Medford; WIBU Poynette; WRJN Racine; WOBT Rhinelander; WSBR Superior.

WYOMING—KPOW Powell; KVRS Rock Springs; KWYO Sheridan; KWOR Worland; KRAL Rawlins. Associated stations carrying KBS commercials on special working agreements: WHBB Selma, Ala.; WGIL Galesburg, Ill.; KVOL Lafayette, Ind.; WESX Salem, Mass.; WGBB Freeport, N. Y.

ADVERTISERS USING ABC NETWORK DURING 1948

Sponsor & Product	Program—Day & Time EST	No. of Stations	Duration of Contract	Agency
Amalgamated Political Action Fund of the Amalgamated Clothing Workers Union, New York Political	Speech by Senator Barkley Thursday 7:05-7:30 PM	6	10-21-48 only	Klinger Adv. Corp.
American Express Co., New York Travelers Cheques, Money Orders, Travel Service, Field Warehousing Service	Vox Pop Wednesday, 8:30-9:00 PM	155	10-1-47—5-19-48	J. M. Mathes Inc
American Oil Company, Baltimore Gasoline & Oil	Professor Quiz Saturday 10:00-10:30 PM	111	3-8-47—7-17-48	Joseph Katz & Co.
Amoco Gas & Oil & Tires	Carnegie Hall Sun. 7:30-8 PM	108	9-26-48	Joseph Katz Agency
America's Future, Inc., N. Y. Books & Booklets Book—Constitution of U. S.	Sam Pettengill Sunday 1:00-1:15 PM	247	10-12-47—10-13-48	Andrew Gahagan, Assoc
Arabian American Oil Co., New York Institutional	The Hope of Peace Sunday 6:3016:45 PM Monday 8:45-900 PM	255	7-4-48—9-5-48 9-13-48—9-27-48	Kudner Agency
Association of American Railroads, Washington, D. C. Institutional	The Railroad Four Monday 8:00-8:45 PM	249	10-4-48	Benton & Bowles
Beich, Paul F. Co., Bloomington, Ill. Whiz & Pecan Pete Candy Bars	Whiz Quiz Saturday 10:00-10:30 PM	43	9-11-48—12-4-48	Olian Adv.
Bosco Company, N. Y. Bosco Milk Amplifier	Land of the Lost Saturday 11:30-12:00 Noon	43	10-11-47—7-3-48	McCann-Erickson
Bristol-Myers Company, N. Y. Mum & Vitalis	Break The Bank Friday 9:00-9:30 PM	196	7-5-46—	Doherty, Clifford & Shenfield
Brotherhood of Railroad Trainmen, Cleveland Institutional	Dorothy Fuldheim Saturday 5:45-6:00 PM	121	11-15-47—11-6-48—	Wm. Von Zehle & Co.
Butler Packing Co. (PC), Oakland Dennisons Food Products	Newsweek Looks Ahead Sunday 4:45-5:00 PM	21	8-15-48	Brisacher, Van Norden & Staff
California Medical Assoc. (PC) San Francisco Insurance—Hospitalization & Physician's Service	California Caravan Sunday 12-12:30; 1-1:30 PM	12	12-21-47—9-19-48 9-26-48	Lockwood—Shackelford
Calif. Labor League for Political Education (PC) Political	Political Speech by C. J. Haggerty Thursday 4:15-4:30 PM	12	10-28-48 only	George I. Lynn Adv.
Carter Products, N. Y. Carter's Little Liver Pills, Arrid	Jimmie Fidler Sunday 10:30-10:45 PM	88	9-7-47—	Sullivan, Stauffer, Colwell and Bayles
Champion Spark Plug Co., Toledo Spark Plugs	Champion Roll Call Friday 9:55-10:00 PM	221	10-4-46—	MacManus, John & Adams
Christian Science Publishing Soc., Boston Christian Science Monitor	Erwin D. Canham Tuesday 8:15-8:30 PM Tuesday 9:30-9:45 PM	75 75	9-2-47—9-7-48 9-14-48—	H. B. Humphrey Co.
Clary Multiplier Corp., Los Angeles (PC) Flo-Ball Writing Instruments & Clary Business Machines	Newsweek Looks Ahead Sunday 4:45-5:00 PM	14	5-16-48—8-8-48	Brisacher, Van Norden & Staff
Clear Weave Stores, Boston Stocking, Gloves, Purses	Story Teller Thursday 8:55-9:00 PM	15	11-11-48—12-16-48	Lester 'L' Wolff Adv.
Club Aluminum Products, Chicago Aluminum Household Utensils	Club Time Tuesday 10:45-11:00 AM	56	8-5-47—	Leo Burnette Co.
Consolidated Royal Chemical Co. (PC), Chicago Kranks Shave Kream	Bob Elson on the Century MonFri 4:30-4:45 PM	21	9-13-48—12-10-48	Arthur Meyerhoff Co.
Curtis Publishing Co., Philadelphia Saturday Evening Post	Listening Post Mon-Wed-Fri 10:45-11:00 AM	170	8-4-47—10-29-48	BBDO
Democratic State Central Comm. (PC), San Francisco Political	Political Talk by Sen. Barkley Monday 6:30-7:00 PM	12	10-11-48 only	Paul & Bazell
	Political Speech by Charles Brannan Thursday 6:00-6:30 PM	8	10-28-48 only	
Democratic Natl. Comm., New York	Speeches by Pres. Truman & others Fri. 9:30-10:00 PM	255	10-29-48 only	Warwick & Legler Inc.
	Musical Program Mon.-Wed.-Fri. 3:45-4:00 PM	255	10-11-48—11-1-48	
	Speeches by Pres. Truman & Senator Barkley Mon. 3:30-3:45 PM	253	9-27-48 only	
	Speeches by Pres. Truman & Senator Barkley Mon. 10:30-10:45 PM	255	11-1-48 only	
Derby Foods, Inc., Chicago Peter Pan Peanut Butter, Derby Line of Canned Meats & Canned Meat Specialties	Sky King 5:30-6:00 PM Alt. (M-W-F) (T-Th) 5:30-6:00 PM	193 195	9-22-47—6-4-48 9-7-48	Needham, Louis & Brorby
Dewey-Warren Clubs, Washington Political	Speech by Gov. Thomas E. Dewey Wednesday 9:30-10:00 PM	77	9-22-48 only	BBD&O
Drackett Company, Cincinnati Drano & Windex	Star Time with Dorothy Kilgallen Thursday 10:45-11:00 AM	168	9-18-47—	Young & Rubicam
Elgin American Div. of Illinois Watch Case Co. Compacts, Cigarette Cases,	Groucho Marx Show Wednesday 9:30-10 PM	125 136	12-31-47—4-21-48 9-29-48—	Weiss & Geller, Inc.
Equitable Life Insurance Society of the United States, New York Insurance	This is Your FBI Friday 8:30-9:00 PM	255	4-6-46	Warwick & Legler
Eversharp Company, N. Y. Schick Razors, Pens, Pencils	Stop the Music Sunday 8:15-8:30 PM	172	9-19-48	The Biow Co.
Farnsworth Radio & TV Corp., Ft. Wayne Capehart Radio & Phonographs & Farnsworth 20-20 Television Receivers	Metropolitan Opera Auditions of the Air Sunday 4:30-5:00 PM	136	1-4-48—5-16-48 11-28-48—	Warwick & Legler
First National Stores, Somerville, Mass. Food Products and Institutional	Guy Lombardo Show Thursday 9:30-10:00 PM	19	10-2-47—	John C. Dowd, Inc.

(Continued on page 380)

1949... ABC's *year!*

Kay Kyser's College of Fun and Knowledge Monday through Friday, 4:00 pm* (*Pillsbury Mills, Inc.*)

The Railroad Hour, starring Gordon MacRae. Monday, 8:00 pm* (*Association of American Railroads*)

The Original Amateur Hour (Ted Mack) Wed., 8:00 pm* (*P. Lorillard Co.*)

Sky King Monday-Wednesday-Friday, 5:30 pm* (*Derby Foods*)

Dorothy Kilgallen Thursday, 10:45 am*. Interviews of famous folk; news of Broadway. (*Drano & Windex*)

The Sheriff Friday, 9:30 pm* (above) Don Briggs, (*Pacific Coast Borax*)

Betty Crocker Magazine of the Air Monday through Friday, 10:25 am* (*General Mills*)

The Meredith Willson Show Wed., 10:30 pm*. Delightful music and whimsy. (*Jello*)

This Is Your FBI (director Jerry Devine) Friday, 8:30 pm* (*Equitable Life*)

Abbott & Costello Thurs., 8:00 pm*. Hilarious fun with America's favorite funnymen!

The Theatre Guild on the Air (Guest star Madeleine Carroll). Sunday, 9:30 pm* (*U. S. Steel*)

Eleanor and Anna Roosevelt Monday, Wednesday, Friday, 10:45 am*. Interesting discussion of the news. Don't miss their stimulating program on ABC.

The Human Side of the News with Edwin C. Hill. Monday through Friday, 7:00 pm* (*Nash, Kelvinator*)

The Fat Man Friday, 8:00 pm*. Action, suspense, thrills! (*Norwich Pharmacal Co.*)

Challenge of the Yukon Monday-Wednesday - Friday, 5:00 pm* (*Quaker Oats Co.*) ©C. Y. INC.

Champion Roll Call, with Harry Wismer. Friday, 9:55 pm* (*Champion Spark Plugs*)

The Lone Ranger Monday-Wednesday-Friday, 7:30 pm*. Thrills for the kids—and grown-ups too! (*General Mills*)

Welcome Travelers Monday through Friday at noon. Lively listening! (*Procter & Gamble*)

This Changing World with Harrison Wood. Sunday, 3:00 pm* (*Fruehauf Trailer*)

Louella Parsons Sunday, 9:15 pm*. Hollywoodiana! (*Jergens and Woodbury*)

Mr. President starring Edward Arnold. Sunday, 2:30 pm*. Patriotic, educational.

The Metropolitan Opera (Rise Stevens, above) Saturday, 2:00 pm* (*The Texas Co.*)

Counter-Spy, action-packed adventures. Tuesday, Thursday, 7:30 pm* (*Pepsi-Cola Co.*)

Henry J. Taylor Monday, 8:45 pm*. News commentator. (*General Motors*)

The Bing Crosby Show Wednesday, 10:00 pm*. Bing croons and clowns with his famous guests. (*Philco*)

My True Story (above, Mary Shipp) Monday through Friday, 10:00 am*. Thrilling, true-to-life dramas. (*Libby-McNeill & Libby*)

Erwin D. Canham and the News Tuesday, 9:30 pm* (*Christian Science Publishing Society*)

Walter Winchell Sunday, 9:00 pm*. Required listening for millions of Americans. (*Kaiser-Frazer Corp.*)

Monday Morning Headlines with Don Gardiner. Sunday, 6:15 pm* (*Seeman Bros.*)

Arthur Gaeth Monday, 10:00 pm* (*United Electrical, Radio and Machine Workers of America--CIO*)

Theatre U. S. A. (above, Tallulah Bankhead, guest star) Thursday evening (*U. S. Air Force Recruiting*)

The Greatest Story Ever Told (Henry Denker, director, above) Sunday, 6:30 pm* (*Goodyear Tire & Rubber Co.*)

G. E. House Party (Art Linkletter, above, m.c.) Monday through Friday, 3:30 pm* (*General Electric*)

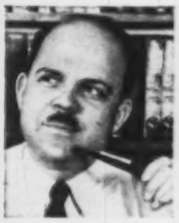
The Jo Stafford Show Thursday, 9:30 pm*. Jo sings your favorite songs! (*Revere Camera*)

Ladies Be Seated with genial Tom Moore, m.c. Monday through Friday, 3:00 pm* (*Quaker Oats, Toni Co.*)

Jack Armstrong, adventure stories. Tuesday, Thursday, 5:30 pm* (*General Mills*)

Bride and Groom, with John Nelson. Monday thru Friday 2:30 pm* (*Sterling Drug, Inc.*)

The Milton Berle Show Wednesday, 9:00 pm*. ABC's newest comedy sensation! (*Texas Co.*)



Ted Malone Monday through Friday, 11:30 am* (*Westinghouse*)

Jimmie Fidler Sunday, 10:30 pm*. News and reviews from movieland. (*Carter Products*)

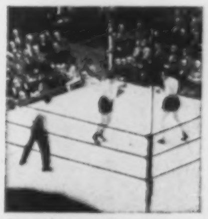
The Breakfast Club, starring Don McNeill. Monday through Friday, 9:00 am* (*Swift, Philco, General Mills*)

Drew Pearson Sunday, 6:00 pm*. Keen analysis of the news; accurate predictions. (*Lee Hats*)

Carnegie Hall (Gene Hamilton, producer-commentator) Sunday, 7:30 pm* (*American Oil Co.*)

Little Herman Saturday, 9:00 pm*. Tune in this new dramatic mystery program. (*Chesebrough Mfg. Co.*)

Galen Drake Monday through Friday, 11:45 am*. Fascinating human-interest stories. (*Pillsbury Mills, Inc.*)



Cavalcade of Sports, Friday, 10:00 pm*. Sport fans: this is for you! (*Gillette*)

The Groucho Marx Show Wednesday, 9:30 pm*. Full of laughs. (*Elgin-American*)

Club Time, with George Beverly Shea. Tues. 10:45 am*. Favorite hymns. (*Club Aluminum Prod.*)

Stop the Music, Bert Parks, m.c. Sunday, 8:00 pm* (*Smith Bros., Eversharp, Speidel Co., P. Lorillard Co.*)

America's Town Meeting of the Air with George V. Denny, Jr., moderator. Tuesday, 8:30 pm*

Break the Bank Friday, 9:00 pm*. Exciting fun for every member of the family! Bert Parks (above) is m.c. (*Bristol-Myers*)

Metropolitan Opera Auditions of the Air (Wilfrid Pelletier, conductor) Sunday, 4:30 pm* (*Farnsworth Television and Radio Corp.*)

**All times listed are Eastern Standard Time. In other zones consult your radio log.*

ABC

American Broadcasting Company

A NETWORK OF 261 RADIO STATIONS SERVING AMERICA

ADVERTISERS USING ABC NETWORK DURING 1948

(Continued from page 377)

Sponsor & Product	Program—Day & Time EST	No. of Stations	Duration of Contract	Agency
Fisher Flouring Mills (PC) Seattle Biskit Mix & Flour Products	James Abbe Observes Mon-Fri 4:30-4:45 AM	15	4-12-48—5-7-48	Pacific National Adv. Agency
	Afternoon Final Mon-Fri. 11:25-11:30 AM	27	9-6-48—	
Fisher Body Div. of General Motors Institutional	Craftsman's Guild Annual Scholarship Awards Tuesday 8:00-8:15 PM	37	8-24-48 only	Kudner Agency
Forty-Two Products Ltd. (PC) Los Angeles "42" Oil Shampoo or "42" Hair Oil Tonic	Don't You Believe It Sunday 4:00-4:45 PM	20	9-28-47—4-4-48	Brisacher, Van Norden & Staff
	Newsweek Looks Ahead		4-11-48—5-9-48	Brisacher, Van Norden & Staff
Freuhauf Trailer Co., Detroit Trailers, Institutional	This Changing World Sunday 3:00-3:15 PM	89	6-20-48—	Zimmer-Keller
General Electric Co., Cleveland Lamp Division Electric Lamps & Bulbs	Tales of Willie Piper Thursday 9:00-9:30 PM	165	9-4-47—5-2-48	BBDO
	What's My Name Thursday 9:00-9:30 PM	163	6-3-48 only	
	Saturday 9:30-10 PM	169	6-12-48—11-27-48	
General Foods Corp., New York Jell-O	Meridith Willson Wednesday 10:30-11:00 PM	144	10-6-48—	Young & Rubicam Inc.
General Mills, Minneapolis Gold Medal Flour, Bisquick, Softasilk Cake Flour, etc.	Betty Crocker Magazine of the Air Mon-Fri 10:25-10:45 AM	179	3-24-47	Dancer, Fitzgerald-Sample
Kix, Cheerios, Pyequick	Lone Ranger Mon., Wed., Fri. 7:30-8:00 PM	103	5-4-42—	Dancer, Fitzgerald-Sample
Wheaties, Cheerios, Kix, Betty Crocker Soup	Jack Armstrong Alternate Pgms. 5:30-6:00 PM (Mon-Wed-Fri) (Tues-Fri)	193 195	9-29-47—6-3-48 9-6-48—	Knox Reeves Adv.
Kix, Wheaties, Ginger Cake Mix	Breakfast Club Mon.-Fri. 9-9:15 AM	236	8-16-48—	Tatham Laird Inc.
Betty Crocker Cereal Tray, Cake Flour, Cheerios	Green Hornet Tuesday 7:30-8:00 PM	100	6-3-47—8-24-48	Dancer, Fitzgerald-Sample
Cheerios, Kix	Famous Jury Trials Saturday 8:30-9:00 PM	139	6-7-47—5-29-48	Knox-Reeves Adv. Inc.
	Saturday 7:30-8 PM	98	6-5-48—8-28-48	
General Motors Corp, New York Cars & Services	Henry J. Taylor Monday 8:45-9 PM	255	12-20-48	Kudner Agency
Gillette Safety Razor Co., Boston	Gillette Fights Friday 10:00 PM Conclusion	233	9-7-45—6-25-48	Maxon Inc.
Probak & Valet Auto-Strap Safety Razors & Blades	Thursday 10 PM Conclusion	232	7-1-48—9-2-48	
	Friday 10 PM Conclusion	251	9-10-48	
Razors & Razor Blades, Shaving Cream	Sugar Bowl Game Thursday 2:30 PM Conclusion	255	1-1-48 only	
	Mass. Handicap Horse Race Saturday 5-5:15 PM	255	8-14-48 only	
	Williams-Flores Lightweight Championship Match Thursday 10 PM Conclusion	251	9-23-48 only	
	Navy-Notre Dame Game Saturday 1:45 PM Conclusion	255	10-30-48 only	
Goodyear Tire & Rubber Co., Inc., Akron, O Institutional	Greatest Story Ever Told Sunday 6:30-7:00 PM	212 214	1-26-47—6-27-48 9-12-48—	Arthur Kudner Agency
Hancock, John Mutual Life Insurance Co., Boston Life Insurance	Point Sublime Monday 8:00-8:30 PM	88	10-6-47—5-31-48	McCann-Erickson
International Brotherhood of Boilermakers, Iron Shipbuilders & Helpers of America, Kansas City, Kans. Institutional	The Truth About the Taft-Hartley Act Monday 8-8:30 PM	255	9-13-48 only	None
Jeffersonian Democrats of the Western States (PC) Political	Political Speech by James Mellen Tuesday 4:45-5:00 PM	14	10-5-48 only	Robert W. Orr Assoc.
	Thursday 5:15-5:30 PM	5	10-14-48 only	
	Monday 5:45-6 PM	4	10-25-48 only	
Jergens Company, Cincinnati Jergens Lotion, Woodbury Facial Soap, Face Cream, Hand Cream	Walter Winchell Sunday 9:00-9:15 PM	219	9-1-46—7-18-48 9-5-48—12-26-48	Robert W. Orr & Assoc.
	Louella Parsons Sunday 9:15-9:30 PM	214	12-23-45—	
	Jergens Sumner Journal Sunday 9:00-9:15 PM	219	7-25-48—8-29-48	
Kaiser-Frazer Sales Corp. Willow Run Kaiser-Frazer Automobiles	ABC Election Report Tuesday 7:30 PM Conclusion	255	11-2-48 only	Morris F. Swaney Inc.
Kellogg Company, Battle Creek, Mich. Pep, Krumbles, Rice Krispies	Breakfast in Hollywood Mon-Fri 11:15-11:30 AM	188	1-15-45—7-16-48	Kenyon & Eckhardt
	Galen Drake Mon-Fri 11:30-11:45 AM	184	6-30-47—7-16-48	Kenyon & Eckhardt
Kelvinator Division, Nash-Kelvinator, Detroit Refrigerators, Ranges, Home Freezers	The Human Side of the News Mon.-Fri. 7:00-7:05 PM	125	4-26-48—	Geyer, Newell & Ganger Inc.
League for Political Education of the American Federation of Labor Political	Speeches by George Meany, William Green & Edward Arnold Tuesday 10-10:30 PM	91	10-26-48 only	Furman Feiner & Co., Inc
Lee, The Frank H. Co., Danbury, Conn. Hats	Drew Pearson Sunday 6:00-6:15 PM	239 246	2-9-47—8-8-48 9-12-48	William Weintraub & Co.
	Al Capp Sunday 6:00-6:15 PM	244	8-15-48—9-5-48	
Libby, McNeill & Libby, Chicago Libby Products	My True Story Mon-Fri 10:00-10:25 AM	202	4-17-44	J. Walter Thompson Co.
Lorillard, P., & Co., New York Old Gold Cigarettes	Original Amateur Hour Wednesday 8:00-9:00 PM	173	9-29-48—	Lennen & Mitchell Inc.
	Stop the Music Sunday 8:45-9:00 PM	173	5-23-48—	
	Stop the Music Sunday 8:00-8:15 PM	173	6-27-48—9-19-48	
Mantle Lamp Co. of America, Chicago Electric & Kerosene Lamps, Kerosene Lanterns	Smilin' Ed McConnell Friday 4:15-4:30 PM	126	10-1-48—12-24-48	William Hart Adler Inc.

ADVERTISERS USING ABC NETWORK DURING 1948

(Continued)

Sponsor & Product	Program, Day & Time	No. Sta.	Duration of Contract	Agency and City
McKesson-Robbins (PC), Bridgeport Tartan Sun Tan Oil	Surprise Package Mon.-Wed.-Fri. 11:15-11:20 AM	19	5-17-48—7-23-48	Benton & Bowles
	Friday 11:15-11:20 AM	19	7-30-48—8-13-48	
Michigan Republican State Committee Political	Speech by Governor Earl Warren Friday 9-9:30 PM	12	9-24-48 only	None
Mode O'Day Corp., Los Angeles (PC) Mode O'Day Wash Dresses	Participation in 'Surprise Package' Mon.-Wed.-Fri. 11:15-11:25 AM	19	10-4-48—12-31-48	Glasser Galley Inc.
Moore, Benjamin & Co., New York Paint	Your Home Beautiful Saturday 10-10:15 AM	223	3-6-48—5-29-48	St. Georges & Keyes Inc.
Morrell & Co., Ottumwa, Iowa Red Heart Dog Food	Lassie Sunday 3:00-3:15 PM	157	6-8-47—5-30-48	Henri Hurst & McDonald
National Biscuit Co., N. Y. Crackers, Cereals, Cakes, Cookies, Bread	Paul Whiteman Record Club Mon-Fri 3:30-3:45 PM	243	6-30-47—6-25-48	McCann-Erickson
National Council of the Arts Sciences & Professions Political	Political Speeches by Henry A. Wallace & Others Monday 10-10:30 PM	255	11-1-48 only	Weinstein Co.
Nestle's Milk Products Inc., N. Y. Nescafe	Paul Whiteman Record Club Mon-Fri 4:00-4:15 PM	205	6-30-47—6-25-48	Compton Adv.
New York State Republican Committee Political	Speech by Gov. Earl Warren Thursday 10-10:30 PM	15	9-30-48 only	Albert Frank, Guenther Law Inc.
New York State Democratic Committee Political	Speech by Senator Barkley, Eleanor Roosevelt Sunday 8:45-9 PM	255	10-31-48 only	Warwick & Legler Inc.
Northern California Dewey-Warren Campaign Headquarters (PC) Political	Political Talk by Governor Thomas E. Dewey Saturday 5:30-6 PM	41	9-25-48 only	Eric Cullenward & Associates
Norwich Pharmacal Company, Norwich, N. Y. Pepto-Bismol, Unguentine, etc.	Fat Man Friday 8:00-8:30 PM	173	2-14-47—	Lawrence G. Gumbinner Adv. Agency
Noxzema Chemical Co., Baltimore Noxzema & Noxzema Shave Cream	Mayor of the Town Wednesday 8:00-8:30 PM	153	10-8-47—6-30-48	Sullivan, Stauffer, Colwell & Bayles
Pacific Coast Borax Co., N. Y. Twenty Mule Team Borax & Boraxo	The Sheriff Friday 9:30-9:55 PM	171	6-29-45	McCann-Erickson

(Continued on page 382)

ROY F. THOMPSON

Popular Pioneer Radio Personality

and

WRTA

The *Roy Thompson* Station in *Altoona*

Offering national and regional radio advertisers TOP coverage in the rich industrial market of Central Pennsylvania.

Twenty-five years of broadcasting background and civic leadership in Altoona, has built a loyal listening audience unparalleled in the history of radio broadcasting.

ABC NETWORK

Phone or

WRITE ROY THOMPSON, ALTOONA

Altoona's Voice of Service

or Robert Meeker Associates, our National Representatives

ADVERTISERS USING ABC NETWORK DURING 1948

(Continued from page 381)

Sponsor & Product	Program, Day & Time	No. Sta.	Duration of Contract	Agency and City
Pacific Greyhound Lines, San Francisco (PC) Bus Transportation	Romance of the Highways Sunday 7:15-7:30 AM	9	10-24-48	Beaumont & Hohman Inc.
Philco Corp., Philadelphia Refrigerators, Radios, TV Sets	Breakfast Club Mon-Fri 9:45-10:00 AM	263	9-3-45	Hutchins Advertising Co.
	Bing Crosby Wednesday 10:00-10:30 PM	241 245	10-1-47—6-2-48 9-29-48	Hutchins Advertising Co.
Pillsbury Mills Inc., Grand Rapids Family Flour, Pancake Mix, Cake Flour, Wheat Bran	Galen Drake Mon.-Fri. 3:30-3:45 PM	213	10-4-48—	Leo Burnett Co. Inc.
	Kay Kysers College of Fun & Knowledge Mon.-Fri. 11:15-11:30 AM	213	10-4-48—	McCann-Erickson Inc.
Political Action Committee of the CIO and the League for Political Education of the AF of L Political	Political Speech by Harold Ickes Thursday 9-9:30 PM	255	10-14-48 only	Political Action Comm. of CIO
Political Committee of the International Ladies Garment Workers Union, New York Political	Political Speeches Thursday 10-10:15 PM Thursday 10-10:15 PM	117 117	10-7-48 only 10-14-48—10-28-48	Furman, Feiner & Co.
Procter & Gamble Co., Cincinnati Ivory Flakes	Breakfast in Hollywood Mon-Fri 11:00-11:15 AM Mon-Fri 11:15-11:30 AM	186 188	1-1-45—7-16-48 7-19-48—8-13-48	Compton Adv.
Ivory Flakes	What Makes You Tick? Mon-Fri 11:45-12 N	120	9-20-48—12-24-48	Compton Adv.
Ivory Snow	Welcome Travelers Mon-Fri 12:00-12:30 PM	197	6-30-47—	Compton Adv.
Tide Soap, Cleanser, Shortening	Gangbusters Saturday 9:00-9:30 PM	142	3-13-48—12-25-48	Benton & Bowles
Progressive Party, New York Political	Speeches by Henry A. Wallace Sunday 7:00-7:15 PM	255	10-24-48 only	Frederick-Clinton Co.
	Sunday 7:00-7:30 PM	255	10-31-48 only	
	Speeches by Henry A. Wallace and Others Thursday 8:30-8:45 PM	255	10-14-48—10-28-48	
Quaker Oats Co., Chicago Aunt Jemima, Pancake Flour, Buckwheat Flour, Ken-L-Ration	Ladies Be Seated Mon-Fri 3:00-3:15 PM	221	9-16-46—	LaRoche, C. J., & Co.
Puffed Wheat & Rice Sparkles	Terry and the Pirates Mon-Fri 5:15-5:30 PM	216	8-26-47—6-30-48	Sherman & Marquette
Puffed Wheat Sparkles, Puffed Rice Sparkles	Challenge of the Yukon Mon-Wed-Fri 5:00-5:30 PM	236	9-13-48—	Sherman & Marquette
Reichhold Chemicals Inc., Detroit Musical Digest Magazine and Vox Records	Sunday Evening Hour Sunday 8:00-9:00 PM	114	11-2-47—1-25-48	Kenyon & Eckhardt
Republican National Committee—Political	Political Speech Monday 10-10:30 PM	255	10-11-48 only	BBD&O
	Political Speech Wednesday 9:30-10 PM	255	10-13-48 only	
	Political Speech Friday 9:30-10:00 PM	255	10-15-48 only	
	Political Speech by Charles Edison Wednesday 9-9:30 PM	255	10-20-48 only	
Republican National Committee (PC) Political	Speech by Harold Stassen Thurs 5-5:30 PM	41	10-28-48 only	BBD&O
Revere Camera Co., Chicago Movie Cameras, Projectors & Accessories	The Jo Stafford Show Thursday 8:30-8:55 PM	44	11-11-48—	Roche, Williams & Cleary
Reynolds, R. J. Tobacco Co., Winston-Salem Cigarettes and Pipe Tobacco	Paul Whiteman Record Club Mon-Fri 3:45-4:00 PM	245	6-30-47—6-25-48	William Esty & Co.
Richfield Oil Corp., Los Angeles (PC) Petroleum Products	Richfield Reporter Sunday-Friday 7:00-7:15 PM	20	9-26-48—	Hixon-O'Donnell Adv.
Schutter Candy Co. Division Universal Match, St. Louis Schutter Candies, "Old Nick" & "Bit of Honey,"	David Harding, Counterspy Sunday 5:30-6:00 PM	185 222	2-3-46—6-6-48 9-12-48—12-5-48	Schwimmer & Scott Adv. Kaplan & Bruck
Seeman Brothers Inc. N. Y. Airwick	Monday Morning Headlines Sunday 6:15-6:30 PM	197	2-9-47	William Weintraub & Co.
White Rose Food Products	Buddy Weed Trio Sat. 11:45-12 N	11	7-31-48—10-23-48	J. D. Tarcher & Co., Inc.
Airwick	Tomorrow's Headlines Sat. 10:30-10:45 PM	127	7-31-48	William H. Weintraub, Inc.
	Hollywood Headlines Saturday 10:30-10:45 AM	125	1-31-48—7-24-48	
Shontex Co., Santa Monica (PC) Shontex Hair Conditioner & Shampoo	Surprise Package Tues. & Thurs. 11:05-11:10 AM	21	7-6-48—8-12-48	Fritz-Carlson-Cash, Inc.
Smith Bros., Poughkeepsie Cough Drops	Stop the Music Sunday 8-8:15 PM	172	10-3-48—	Sullivan, Stauffer, Colwell & Bayles
Socialist Labor Party, New York Political	Speech by Edward A. Teichert Thursday 9:15-9:30 PM	249	10-28-48 only	Rossum & Stanley
Southern California State Democratic Committee Political	Speech by Senator Claude Pepper Thursday 9:00-9:15 PM	255	10-21-48 only	Brisacher, VanNorden & Staff
Speidel & Co., Providence Wristwatch Bands	Stop The Music Sunday 8:30-8:45 PM	171	5-23-48—6-27-48 8-8-48—	Cecil & Presby
Standard Laboratories, Inc., New York Rayve Cream, Shampoo Hedy Wave Form Permanent	The Henry Morgan Show Thursday 7:30-8:00 PM	142	1-29-48—6-24-48	Roche, Williams & Cleary
Stanley Home Products Kitchen Equipment	Northfield 1000 Voice Choir Sunday 3:30-4 PM	255	5-9-48 only	None
	Boys Town Choir Sunday 4:00-4:30 PM	255	12-12-48 only	

ADVERTISERS USING ABC NETWORK DURING 1948

(Continued)

Sponsor & Product	Program, Day & Time	No. Sta.	Duration of Contract	Agency and City
States Rights Democrats Political	Speech by Gov. Strom Thurmond Monday 8:45-9:00 PM	91	11-1-48 only	None
Sterling Drug Inc., N. Y. Phillip's Toothpaste, Mulsified Shampoo, Milk of Magnesia Tablets, Creams	Bride & Groom Mon-Fri 2:30-3:00 PM	214	1-7-46—	Dancer-Fitzgerald-Sample
Swerl Products Division, Allied Chemical & Dye Corp. Swerl	Stop The Music Sunday 8:15-8:30 PM	170	7-18-48—9-12-48	Maxon, Inc.
Swift & Co., Chicago Meat, Meat Products, Shortening, Cooking Oil	Breakfast Club Mon-Fri 9:15-9:45 AM	289	6-3-46—	J. Walter Thompson Co.
Texas Co., N. Y. Gas & Oil	Metropolitan Opera Saturday 2:00 PM to Conclusion	275	11-15-47—3-13-48 12-4-48—	Buchanan & Co.
	The Texas Star Theatre Wednesday 10-30-11 PM	272	12-31-48—6-2-48	Kudner Agency
	Wednesday 10:00-10:30 PM	272	6-9-48—9-15-48	
	Milton Berle Show Wednesday 9:00-9:30 PM	253	9-22-48	
Toni Co., St. Paul Toni Home Permanent Wave & Toni Shampoo	Breakfast Club Mon-Fri 9:00-9:15 AM	229	9-1-47—7-9-48	Foote, Cone & Belding
	Ladies Be Seated Mon-Fri 3:15-3:30 PM	226	6-30-47—12-24-48	Foote, Cone & Belding
	Mon, Wed, Fri 3:15-3:30 PM		12-27-48	
Tucker Corp., Chicago Tucker Automobiles	Speak Up America Sunday 4-4:15 PM	90	4-4-48—6-27-48	Roy S. Durstine, Inc.
United Auto Workers—CIO Campaign Committee Political	Speech by Walter Reuther Sunday 1-1:15 PM	75	10-24-48—10-31-48	Furman Feiner & Co.
United Electrical Radio & Machine Workers of America Institutional	Arthur Gaeth Monday 10-10:15 PM	105	4-19-48—	Weinstein & Co.
U. S. Army Air Force Recruiting Washington	Game of the Week Saturday 2 PM, conclusion	216	9-18-48—11-20-48	Gardner Adv.
U. S. Sixth Army Command, San Francisco (PC) Recruiting	Blue Book of Sports Fri. 5 min. following Gillette Fights	27	10-1-48	Russell, Harris & Wood Adv. Agency
United States Steel Corp., N. Y. Institutional	Theatre Guild on the Air Sunday 9:30-10:30 PM	238 256	9-7-47—5-20-48 9-12-48	BBDO
United Steel Workers of America, Pittsburgh	Phillip Murray Speaking for United Steel Workers Monday 9:30-9:45 PM	255	5-3-48 only	Wiltman & Callahan
Waterman, L. E. Co., N. Y. Fountain Pens, Pencils & Ink	Gangbusters Saturday 9:00-9:30 PM	206	9-13-47—3-6-48	Charles Dallas Reach Co.
Wesson Oil & Snowdrift Co., New Orleans Wesson Oil & Snowdrift Shortening	Paul Whiteman Record Club Mon-Fri 4:15-4:30 PM	187	6-30-47—6-25-48	Kenyon & Eckhardt
Westinghouse Electric Corp., Pittsburgh Range, Laundromat, Refrigerator	Ted Malone Mon-Fri 11:45-12:00 Noon	208	4-3-47—7-16-48	McCann-Erickson
	Mon-Fri 11:30-11:45 AM	209	7-19-48—	
Whitehall Pharmacal Co., New York Anacin, Kolynos, Bisodol	Zeke Manners Mon-Fri. 4:45-5:00 PM	12	1-5-48	Dancer, Fitzgerald & Sample, Inc.
Wine Growers Guild, Lodi, Calif. Guild Wines	The Amazing Dr. Malone Saturday 9:30-10:00 PM	64	1-11-47—5-29-48	Honig-Cooper Co.
William Wise, N. Y. "The Handyman," a publication	Sydney Walton Sunday 10:45-11:00 PM	55	2-22-48 only	Huber Hoge & Son
Books on sewing, cooking, knitting, etc.	Get More Out of Life Friday 10:45-11:00 AM	96	11-5-48 only	

PC—Pacific Coast only

ADVERTISERS USING CBS NETWORK DURING 1948

(Contract Dates cover only those contracts effective in 1948)

Sponsor and Product	Program Day & Time EST	Stations	Duration of Contract	Agency
American Home Products Corp. Jersey City (Whitehall Pharmacal Co. Div.) Anacin	Our Gal Sunday M-F 12:45-1 PM	83	9-22-47—	Dancer-Fitzgerald-Sample Inc.
Anacin, Kolynos	Mr. Keen, Tracer of Lost Persons Th 8:30-55 PM 11:30-55 PM 6/24 Th 8:30-9 PM 11:30-12 PM	117-149	10-23-47—	Dancer-Fitzgerald-Sample Inc.
Kolynos, Antrol Ant-Spray, Black Flag, Wizard Glass Wax	Romance of Helen Trent M-F 12:30-45 PM	84	9-22-47—	Dancer - Fitzgerald - Sample Inc. W. Earl Bothwell Inc.
American Tobacco Co. Lucky Strike Cigarettes	Your Lucky Strike M-F 4:30-5 PM	167	12-6-48—	Batten, Barton, Durstine & Osborn Inc.
Anchor Hocking Glass Corp. Lancaster, O. Anchorglass, Fire King Ovenglass Products	Casey, Crime Photographer Th 9:30-10 PM	145	1-1-48—3-25-48	Wm. H. Weintraub & Co.
Armour & Co., Chicago Armour Meats, Chili, Chiffon Flakes	Hint Hunt M-F 4-4:25 PM re:5-5:25 PM	158	7-28-47—	Foote, Cone & Belding
Dash Dog Food	Stars Over Hollywood Sat. 2-2:30 PM	31	9-18-48—	Foote, Cone & Belding
Armstrong Cork Co., Lancaster, Pa. Armstrong Quaker Rugs	Armstrong Theater of Today Sat. 12-12:30 PM	165	9-27-48—	Batten, Barton, Durstine & Osborn, Inc.
B. T. Babbitt, Inc., New York Bab-O	David Harum M-F 10:45-11 AM 6/28 M-F 3-3:15 PM	55	1-12-48—	Duane Jones Co. Inc.
Ballard & Ballard Co., Louisville Ballard's Obelisk Flour and other Milling Products	Renfro Valley Folks Sun. 9:15-45 AM 4/25-9/17 Sun. 10:15-45 AM	29	8-3-47—	Henri, Hurst & McDonald Inc.
	Renfro Valley Folks Th Fr. 8:15-30 AM Sat. 8:15-45 AM	28	9-4-47—8-28-48	Henri, Hurst & McDonald Inc.
Bekins Van & Storage Co., Seattle Storage, Moving	Charles Collingwood MWF 5:30-45 PM PST 2/1/48 Tu Th Sat. 5:30-45 PM PST 3/23/48 Tu Th 5:30-45 PM PST	10*	9-22-47—9-16-48	Brooks Adv. Agency
	Bekins Hollywood Music Hall Wed. 8-8:30 PM CDST	10*	10-6-48—	Brooks Adv. Agency
Bendix Home Appliances Inc., So. Bend Washing Machines	George Fisher in Hollywood M-F 4:25-30 PM CDST	13*	5-3-48—6-30-48	Tatham-Laird Inc.
The Borden Co., New York All Products	Borden Program Wed. 9-9:30 PM 4/21/48 Your Song and Mine with Thomas L. Thomas 7/21/48 County Fair 9/15/48 Your Song & Mine	164	7-4-47—	Kenyon & Eckhardt Inc.
Instant Coffee & Hemo	County Fair Sat. 1:30-2 PM 9/18 Sat. 1-1:30 PM	163	12-6-47—7-17-48 9-18-48—	Kenyon & Eckhardt Inc.
Bowey's Inc., Chicago Dari-Rich Products	Stars Over Hollywood Sat. 12:30-1 PM	53	9-20-47—9-11-48	Sorensen & Co.
Calif. Prune & Apricot Growers Assn. Sunsweet Tenderized Fruit	Surprise Theater with Knox Manning Sun. 8:25-30 PM PST	13*	12-4-47—6-13-48	Long Adv. Service
Campana Sales Co., Batavia, Ill. All Products	First Nighter Th 10:30-11 PM	57	10-4-47—6-24-48	Wallace-Ferry-Hanly Co.
	First Nighter Th 10:30-11 PM	62	10-7-48—	Wallace-Ferry-Hanly Co.
Campbell Soup Co., Camden All Products	Meet Corliss Archer Sun. 9-9:30 PM 12:30-1 AM	146	9-7-47—3-28-48	Ward Wheelock Co.
Soups, Pork & Beans	Double or Nothing M-F 3-3:30 PM	108	6-30-47—6-25-48	Ward Wheelock Co.
Soups, Franco-American Spaghetti 5/31 Soups 8/2 Franco-American Spaghetti	"Club 15" with Bob Crosby, Andrew Sisters, Margaret Whiting M-F 7:30-45 PM 12:30-45 AM 4/26 cancel repeat	153+CBC	6-30-47—6-4-48 8-2-48—	Ward Wheelock Co.
Franco-American Spaghetti, Pork & Beans	Edward R. Murrow with the News Till Now M-F 7:45-8 PM	152	6-30-47—6-4-48 8-2-48—	Ward Wheelock Co.
Chemicals, Inc., Oakland Vano Household Chemical	Meet the Missus Th 3-3:15 PM PST 9/2 Th 1:30-45 PM CSDT	12*	12-18-47—12-16-48	Garfield & Guild
Chesebrough Mfg. Co., Consolidated, New York Vaseline Hair Tonic, Petroleum Jelly, Lip Ice	Dr. Christian Wed. 8:30-55 PM 11:30-55 PM 6/23 Wed. 8:30-9 PM 11:30-12 M	157	10-22-47—	McCann-Erickson Inc.
Chrysler Corp., Detroit De Soto-Plymouth Dealers De Soto-Plymouth Cars	Adventure with Christopher Wells Sun. 10-10:30 PM 2/3 Tu 9:30-10 PM 6/29 Hit the Jackpot 9/21 Tu 10-10:30 PM	162	9-28-47—	Batten, Barton, Durstine & Osborn Inc.
Coca-Cola Co., New York Coca-Cola	The Pause that Refreshes on the Air With Percy Faith's Orch. & Jane Froman Sun. 6:30-7 PM	167+CBC	8-17-47—	D'Arcy Adv. Co. Inc.
	Spotlight Review with Spike Jones' Orch & Dorothy Shay Fri. 10:30-11 PM 7/2 Dick Jurgens' Orch., 10/1 Spike Jones' Orch. & Dorothy Shay	161+CBC	10-3-47—	D'Arcy Adv. Co. Inc.
Colgate-Palmolive-Peet Co., Jersey City Cashmere Bouquet Soap, Halo Shampoo, Palmolive Shave Cream	Mr. & Mrs. North Tu 8:30-55 PM 11:30-55 PM 6/22 Tu 8:30-9 PM 11:30-12 M	151	7-1-47—	Sherman & Marquette
Palmolive Soap, Super Suds	Blondie Sun. 7:30-8 PM 11:30-12 M	151	7-7-47—9-26-48	Wm. Esty & Co. Inc.
Palmolive Soap, Lustre Creme Shampoo	Our Miss Brooks Sun 9:30-10 PM	151	10-3-48	Ted Bates & Co.

*Pacific Coast Regional Shows only CDST-Calif. Daylight Saving Time

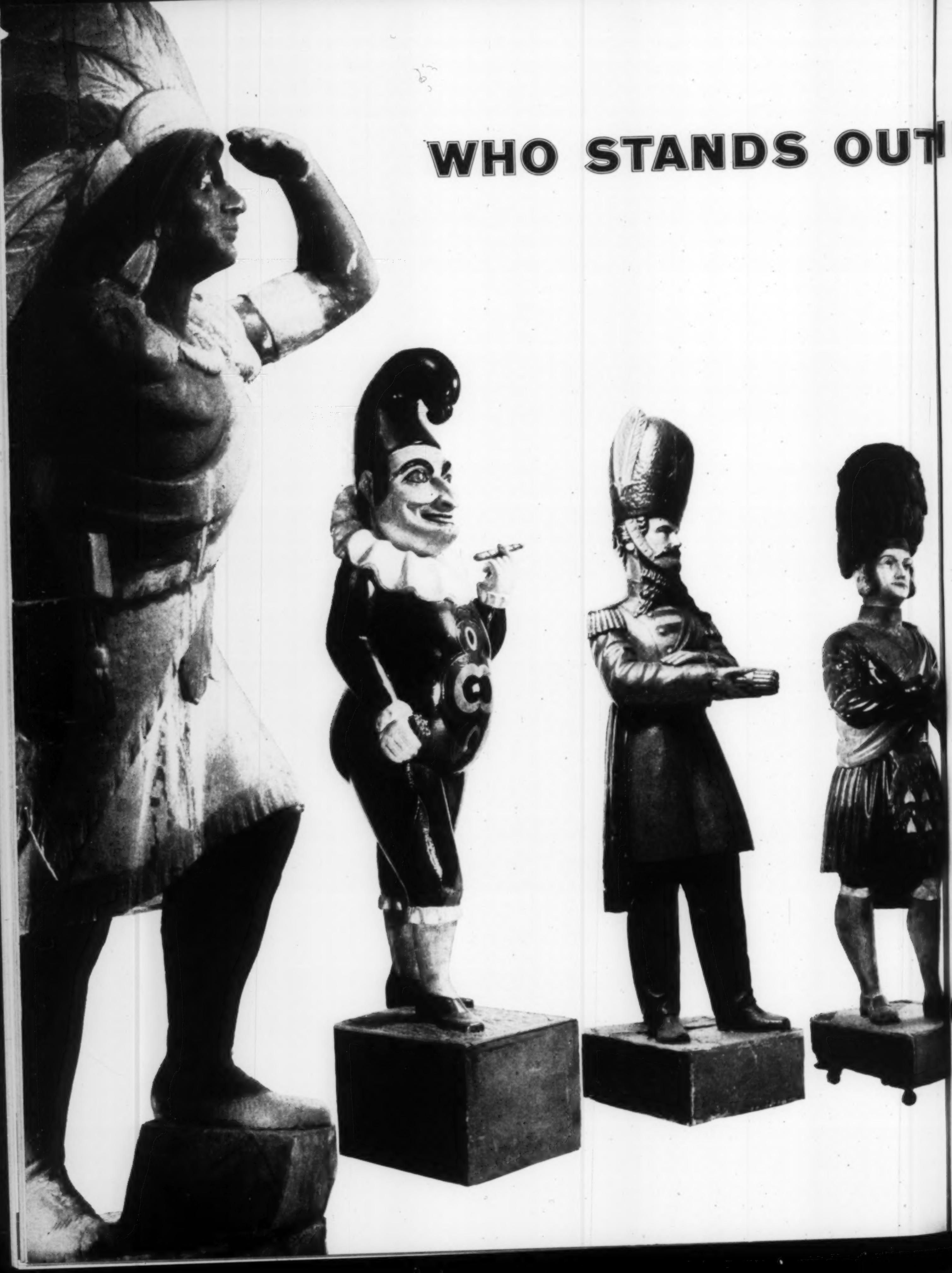
ADVERTISERS USING CBS NETWORK DURING 1948

(Continued)

Sponsor and Product	Program, Day & Time	No. Sta.	Duration of Contract	Agency and City
Continental Baking Co., Inc., New York Wonder Bread & Hostess Cake	Grand Slam with Irene Beasley M-F 11:30-45 AM	48	11-24-47—	Ted Bates & Co.
Cream of Wheat Corp., Minneapolis Cream of Wheat	Let's Pretend Sat. 11:05-30 AM	154	9-20-47—	Batten, Barton, Durstine & Osborn Inc.
Curtiss Candy, Co., Chicago Candy Products	Warren Sweeney, News Sat. Sun. 11-11:05 AM	149	12-27-47—	C. L. Miller Co.
Day & Night Mfg. Co., Monrovia, Calif. Water Heaters & Eqpt.	Dr. Wallace Sterling Sat. 5:55-6 PM PST*	16*	1-24—6-12-48	Hixson-O'Donnell Adv. Inc.
Democratic National Committee Political	Pres. Truman Th. 12:30-1 PM	31	9-23-48 only	Warwick & Legler Inc.
	Pres. Truman Tu. 5-5:30 PM	31	9-23-48 only	
	Pres. Truman Tu. 9:30-10 PM Th. 10:30-11 PM	167 167	9-28-48 only 9-30 only	
	Senator Barkley Fri. 10-10:30 PM	167	10-1 only	
	Senator Barkley Th. 9-9:30 PM	9	10-14 only	
	Senator Barkley Th. 10:30-11 PM	167	10-14 only	
	President Truman Mon. 10-10:30 PM	167	10-25 only	
	President Truman Wed. 9:30-10 PM	167	10-27 only	
	President Truman and Senator Barkley Mon. 10:30-11 PM	167	11-1 only	
Dewey-Warren Committee of So. Calif. Political	Tues. 10:30-11 PM CDST Sat. 8-7:30 PM CDST	8* 8*	10-26 only 10-30 only	Lockwood Shackelford Adv. Agcy.
Electric Auto-Lite Co., Toledo Spark Plugs & Auto Accessories	Dick Haymes Show 7/8 Suspense Th. 9-9:30 PM	163+CBC	10-9-47—	Ruthrauff & Ryan Inc. 7/8 Newell-Emmett Co.
Electric Companies Advertising Pgm. Institutional	Electric Hour with Phil Spitalny's Orch., 5/9 Carle Comes Calling Sun. 5:30-6 PM	157	7-20-47—7-11-48	N. W. Ayer & Son Inc.
	Electric Theater with Helen Hayes Sun. 9-9:30 PM	159	10-3-48—	N. W Ayer & Son Inc.
Emerson Drug Co., Baltimore Bromo-Seltzer	Inner Sanctum Mon. 818:30 PM 12-12:30 AM	153	7-28-47—	Batten, Barton, Durstine & Osborn Inc.
Evans Pen Corp., Los Angeles "Evanette" Ball Point Pen	Meet the Missus Fri. 3:15-30 PM CDST	27*	5-7—7-30-48	Capka & Kennedy
Ferry-Morse Seed Co., Detroit Seeds	Garden Gate Sat. 10-10:30 AM	161	1-17—5-1-48	MacManus, John & Adams Inc.
Ford Motor Co., Dearborn Ford Motor Cars	Ford Theater Fri. 9-10 PM	170	10-8-48—	Kenyon & Eckhardt Inc.
"42" Products, Inc., Los Angeles Hair Oil and other products	Bob Garred, News Tu., Thu., Sat. 5:45-55 PM PST 9/27 Tu., Th., Sat. 6:15-25 PM CDST	12*	8-14-47—	Brisacher, Van Norden & Staff
W. F. Fuller & Co., San Francisco Paints	News M-Sat. 8:55-9 PM PST	13*	7-28-47—6-19-48	McCann-Erickson Inc.
General Electric Co., Bridgeport Appliance & Merchandise Division	GE Houseparty M-F 3:30-55 PM 5:30-55 PM	164	12-1-47—	Young & Rubicam Inc.
General Foods Corp., New York Bakers Chocolate, Certo, Instant Swans Down, LaFrance, Satina, Minute Tapioca, Regular Swans Down	Second Mrs. Burton M-F 2-2:15 PM	66	3-31-47—	Young & Rubicam Inc.
Maxwell House Coffee, Instant Maxwell House Coffee	Wendy Warren and News M-F 12:12:15 PM	145	6-23-47—	Benton & Bowles Inc.
Sanka, Instant Sanka	Danny Thomas Show Fri. 8:30-55 PM 11:30-55 PM	151	8-1-47—6-25-48	Young & Rubicam Inc.
Sanka, Instant Sanka	Sweeney & March 10/8 Jack Carson Show Fri. 8:30-9 PM 11:30-12 M 9/3 Fri. 8-8:30 PM 11:30-12 M	151	8-27-48—	Young & Rubicam Inc.
Jell-O, Jell-O Puddings	Baby Snooks Show 6/4 mr. ace and JANE Fri. 8-8:30 PM 12-12:30 AM	151	8-1-47—6-25-48	Young & Rubicam Inc.
	mr. ace and JANE Fri. 8-8:30 PM 9/3 Fri. 8:30-9 PM 12-12:30 AM	151	8-27-48—	
General Motors Corp., Detroit Chevrolet Cars	All-American Soap Box Derby Sun. 4:30-45 PM	165	8-15 only	Campbell-Ewald Co. Inc.
General Motors Corp. Frigidaire Division	Man Called X Sun. 8:30-55 PM 11-11:25 PM 6/20 Sun. 8:30-9 PM 11-11:30 PM 10/3 Lum 'n' Abner Sun. 10-10:30 PM	164	1-4-48—	Foote, Cone & Belding

(Continued on page 388)

WHO STANDS OUT



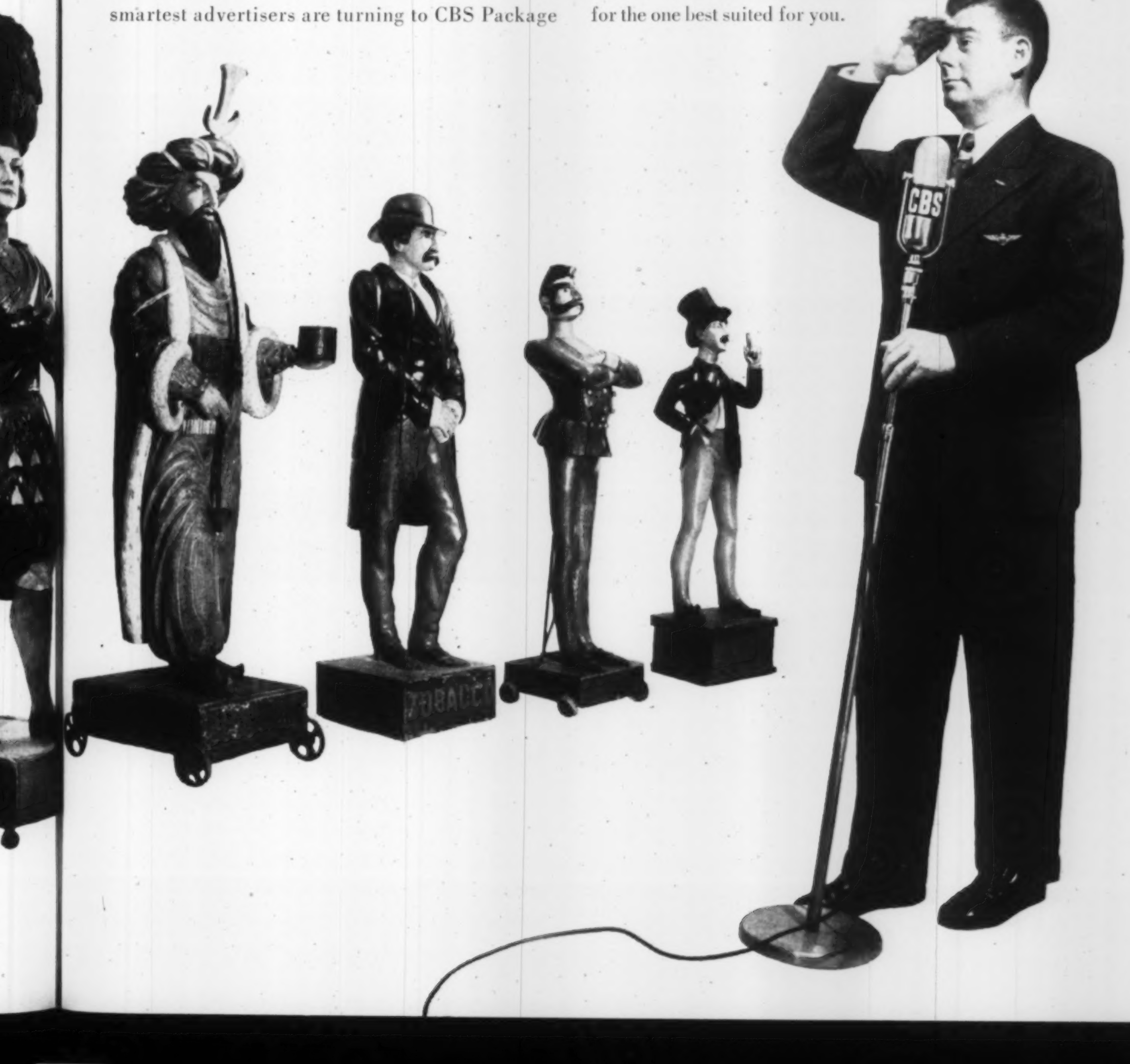
UT IN FRONT OF YOUR STORE?

The patient, painted cigar-store Indian did a good job of bringing the people in, of distinguishing one store from all others...until everybody had a wooden Indian. Then somebody had to create some new characters to attract the customers.

It's like that in radio today. Everybody knows the job radio can do in calling the customers in. But *who* stands out "in front of your store" is still very important. It's got to be the right show.

That's why so many of the country's biggest and smartest advertisers are turning to CBS Package Programs. They've found it pays to have shows like *Suspense*, *My Friend Irma*, or Arthur Godfrey out there in front.

There are 21 *sponsored* CBS Package Shows on the air today—the largest operation of its kind in all radio. But it doesn't stop there. Right now, in work or on the air, are other shows, ranging the whole field of programming. Among them, very likely, is the show to stand in front of *your* store, and call the customers in. All you have to do to find out is call CBS for the one best suited for you.



XUM

ADVERTISERS USING CBS NETWORK DURING 1948

(Continued from page 385)

Sponsor & Product	Program, Day & Time	No. Sta.	Duration of Contract	Agency and City
Gillette Safety Razor Co., Boston Gillette Shaving Cream, Safety Razors & Blades	Orange Bowl Game Thurs. 1:45-4:15 PM	158	1-1 only	Maxon Inc.
	Kentucky Derby Sat. 6:15-45 PM	167	5-1 only	
	Preakness Stakes Sat. 5-5:30 PM	161+CBC	5-15 only	
	Jersey Stakes Sat 5-5:15 PM	165	5-29 only	
	Belmont Stakes Sat. 4:30-5 PM	164+CBC	6-12 only	
Gold Seal Co., Bismark Gold Seal Glass Wax	Arthur Godfrey M-F 10:30-45 AM	166	8-30-48—	Campbell-Mithun Inc.
	Meet the Missus M. W. 3:15-30 PM CDST Sat. 12:15-30 PM CDST 8/25 cancel M., W. 9/4 Sat. 12:15-45 PM CDST 9/18 Sat. 12:30-1 PM CDST	26*	5-31-48—	
Gulf Oil Corp., Pittsburgh Gulf Oil Products	We the People Tues. 9-9:30 PM	121	2-3-48—	Young & Rubicam Inc.
Hall Bros., Inc., Kansas City, Mo. "Hallmark" Greeting Cards	Reader's Digest—Radio Edition 6/10 Hallmark Playhouse Th. 10-10:30 PM	157	9-11-47—	Foote, Cone & Belding
Charles E. Hires Co., Philadelphia Hires Root Beer	Here's to You Sun. 5:15-30 PM	84	1-25-48—7-18-48	N. W. Ayer & Son Inc.
Household Finance Corp., Chicago Personal Loans	The Whistler Wed. 10-10:30 PM	60	6-25-47—9-15-48	LeVally Inc., Chicago
	Charles Collingwood Tu., Th., Sat. 5:30-45 PM PST 2/2 MWF 5:30-45 PM PST	10*	11-4-47—	
Independent Progressive Party Political	Sat. 10:15-30 PM CDST	11*	10-23-48 only	Sidney Meyer & Assoc.
International Harvester Co., Chicago All Products	Harvest of Stars with James Melton Wed. 9:30-10 PM	166	4-7-48—	McCann-Erickson Inc.
International Silver Co., Meriden, Conn. Sterling & 1847 Rogers Bros. Silver	Adv. of Ozzie & Harriet 6/18 Musicomedy Fri. 9:30-10 PM	152+CBC	1-2-48—9-24-48	Young & Rubicam Inc.
Interstate Laboratories, Inc., Louisville Oculine Eye Pads	Meet the Missus Tu. 3-3:15 PM PST 8/31 Tu 1:30-45 PM PST	16*	1-6-48—8-31-48	Morgan Adv. Agcy. 2/24 C. B. Juneau Inc.
Johns-Manville Corp., New York Building Materials	Bill Henry—News M-F 8:55-9 PM	60	12-22-47—6-18-48	J. Walter Thompson Co.
Lambert Co., St. Louis Listerine Tooth Powder, Listerine Toothpaste	Abe Burrows' Show Sat. 7:30-45 PM	162	1-3—6-26-48	Lambert & Feasley Inc.
L. B. Laboratories, Inc., Los Angeles L. B. Hair Oil & Shampoo	George Fisher in Hollywood Sun. 5:55-6 PM PDST 9/26 Sun. 6:25-30 PM PDST 10/17 Sun. 6:55-7 PM PDST		6-20-48—12-12-48	Irwin-McHugh Adv. Agcy.
Lever Bros. Company, Cambridge Lipton's Tea and Soup Mix	Arthur Godfrey's Talent Scouts Mon. 8:30-55 PM 11:30-55 PM 6/21 Mon. 8:30-9 PM 11:30-12 M	149	7-25-47—6-28-48 8-30-48—	Young & Rubicam Inc.
Lux Toilet Soap & Lux Flakes	Lux Radio Theater Mon. 9-10 PM	153+CBC	8-25-47—6-28-48 8-30-48—	J. Walter Thompson Co.
Lifebuoy, Pepsodent Tooth Powder, Toothpaste, Rinso	Junior Miss Sat. 11:30-12 N	164	4-3-48—	Needham, Louis & Brorby Inc.
Pepsodent Toothpaste, Swan	My Friend Irma Mon. 10-10:30 PM	152	12-29-47—6-28-48	Young & Rubicam Inc. 8/30 Foote, Cone & Belding
Rinso	Amos' 'n' Andy Sun 7:30-8 PM	150	10-10-48—	Ruthrauff & Ryan Inc.
Spry	Aunt Jenny M-F 12:15-30 PM	65+CBC	3-24-47—	Ruthrauff & Ryan Inc.
Trim Hair Tonic	The Saint Wed. 7-7:30- PM PST	14*	7-9-47—6-30-48	Foote, Cone & Belding
Lewis Food Co., Los Angeles Dog & Cat Food Prod.	Free for All Wed. 7-7:30 PM PDST 10-6 Wed. 8:30-9 PM PDST	14*	9-8-48—	Lennen & Mitchell Inc. 9/30 Rockett-Lauritzen
Liggett & Myers Tobacco Company, Inc., New York Chesterfield Cigarettes	Arthur Godfrey M-F 11-11:30 AM 8/2-27 Robert Q. Lewis 8/30 Arthur Godfrey	165	6-2-47—	Newell-Emmett Co.
Longines-Wittnauer Watch Co., Inc., New York Longines Watches	Festival of Song Sun. 2-2:30 PM 12/26 Longines Symphonette	161	9-26-48—	Victor A. Bennett Company Inc.
12/26 Wittnaur Watches	Festival of Song Sun 5-5:30 PM	167	12-26-48—	
P. Lorillard Co., New York Old Gold Cigarettes	Old Gold Show with Frank Morgan Frances Langford, Don Ameche 6/25 Old Gold Show with Guy Lombardo & Orch. Fri. 9-9:30 PM	148	10-22-47—	Lennen & Mitchell Inc.
Los Angeles Soap Co., Los Angeles All Products	Knox Manning, News M-F 12:30-45 PM PST	11*	9-1-47—8-27-48	Raymond R. Morgan Co.
Luden's Inc., Reading, Pa. Cough Drops	Ned Calmer, News Sat. Sun. 8:55-9 PM	159	6-21-47—1-4-48	J. M. Mathes Inc.
	Ned Calmer, News Sun. 8:55-9 PM	41	1-18—3-14-48	

ADVERTISERS USING CBS NETWORK DURING 1948

(Continued)

Sponsor & Product	Program, Day & Time	No. Sta.	Duration of Contract	Agency and City
Luden's Inc. Fifth Avenue Candy Bar	Strike It Rich Sun. 10:30-11 PM 5/2 Sun. 9:30-10 PM 10/3 10:30-11 PM 10/31 Sun. 5:30-6 PM	47-160	11-2-47—6-27-48 8-29-48—	J. M. Mathes, Inc.
Luer Packing Co. Fresh Meats	Meet the Missus Sat. 12-12:15 PM PDST	11*	6-19—9-11-48	Dan B. Miner Co. Inc.
Manhattan Soap Co., New York All Products	Front Page Features, with Knox Manning MWF 5:15-15 PM PDST	10*	7-5-48—	Duane Jones Co. Inc.
Blu-White Flakes, Sweetheart Soap	Rose of My Dreams M-F 10:30-45 AM 7:15-30 PM 2/13 cancel repeat 5/17 M-F 2:45-3 PM	162	11-17-47—11-12-48	Duane Jones Co. Inc.
Blu-White Flakes, Sweetheart Soap	Rose of My Dreams M-F 2:45-3 PM	159	11-24-48—5-14-48	Duane Jones Co. Inc.
Metropolitan Life Insurance Co., N. .Y. Institutional	Eric Sevareid-News M-F 6-6:15 PM 11/28 Griffing Bancroft-News	21	2-17-47—	Young & Rubicam Inc.
Miles Laboratories, Inc., Elkhardt Alka-Seltzer, One-a-Day Vitamin Tablets	Hilltop House M-F 3:15-30 PM	113	9-20-48—	Wade Adv. Agency
	Lum 'n Abner M-F 5:45-6 PM 9/27 Herb Shriner Time 6:30-45 PM 4/26 re: 7:30-45 PM 9/27 re: 6:30-45 PM	125	9-29-47—	
	Fred Beck M-F 7:45-8 AM PDST 9/27 M-F 8:45-9 AM CDST	12	6-29-47—	
Modglin Company, Inc., Los Angeles Perma Brooms	Meet the Missus Fri. 2:45-3 PM CDST	31	9-24-48—	W. Earl Bothwell Inc.
H. Moffat Co. Meat Products	Chuckwagon Tales Sun 2-2:15 CDST	5*	6-20—9-12-48	Makelim Assoc. Adv.
Nash Kelvinator Corp., Detroit Nash Car	Election Returns Tu 8-11 PM or conclusion	167	11-2-48 only	Geyer, Newell & Ganger Inc.
National Biscuit Co., New York All Products	Arthur Godfrey M-F 10:45-11 AM 6:15-30 PM	166	9-6-48—	McCann-Erickson Inc.
New York State Democratic Committee Political	Herbert H. Lehman Fri. 6:30-45 PM	9	10-22-48 only	Ben Sackheim Inc.
	Paul Fitzpatrick Tues. 6:15-30 PM	9	10-26-48 only	
Payne Furnace Co., Beverly Hills Heating Appliances	Dr. Wallace Sterling Sat. 5:55-6 PM PDST	16*	6-19—9-11-48	Knollin Adv. Agcy.
Pet Milk Sales Co., St. Louis 400 D Pet Milk	Mary Lee Taylor Sat. 10:30-11 AM 2-2:30 PM	137	10-25-47—10-16-48	Gardner Adv. Co.
	Saturday Night Serenade Sat. 7:30-8 PM 11-11:30 PM	78	10-4-47—9-25-48	Gardner Adv. Co.
Peter Paul, Inc., Naugatuck, Conn. Candy Bars	Bob Garred, News MWF 5:45-55 PM PST 9/27 MWF 6:45-55 PM CDST	12*	9-29-47—	Brisacher, Van Norden & Staff
	Bob Garred, News TuThSa 7:30-45 AM PST 9/27 TuThSa 8:30-45 AM CDST	12*	11-11-47—	
Philip Morris & Co., Ltd., Inc., N. Y. Philip Morris Cigarettes	It Pays to be Ignorant Fri. 10-10:30 PM 2/13 Call for Music 3/12 Dinah-Shore-Harry James Show 4/23 Everybody Wins—Phil Baker 10/29 Philip Morris Playhouse	149	1-30-48—	The Biow Co Inc.
Pillsbury Mills, Inc., Minneapolis All Products, Sno-Sheen, Pillsbury's Best, Pillsbury's Pancake	Grand Central Station Sat. 1-1:30 PM 9/18 Sat. 12:30-1 PM	129	3-1-47—	McCann-Erickson Inc
	Meet the Missus MWF 3-3:15 PM PST 8/30 1:30-45 PM PDST	11*	9-27-47—9-24-48	
Political Action Committee of the Congress of Industrial Org., N. Y. Political	Philip Murray Mon. 7:15-30 PM 11:15-30 PM	104	10-25-48 only	Direct
Procter & Gamble Co., Cincinnati Camay, Ivory Flakes	Perry Mason M-F 2:15-30 PM	54-25	3-15—8-27-48	Pedlar & Ryan Inc. Compton Adv. Inc.
Chipso	Perry Mason M-F 2:15-30 PM	7	3-15—5-14-48	Benton & Bowles Inc.
Crisco	Perry Mason M-F 2:15-30 PM	12	11-8-48—	Compton Adv. Inc.
Crisco	Young Dr. Malone M-F 1:30-45 PM	81	12-29-47—	Compton Adv. Inc.
Dreft	Beulah M-F 7-7:15 PM 12:30-45 AM	79	11-24-47—7-2-48 8-23-48—	Dancer-Fitzgerald-Sample Inc.
Drene, Ivory Soap	Big Sister M-F 1-1:15 PM	93+CBC	12-29-47—	Compton Adv. Inc.
Drene	Guiding Light M-F 1:45-2 PM	10	1-5—3-26-48	Compton Adv. Inc.
Duz	Guiding Light M.-F. 1:45-2 PM	84	12-29-47—	Compton Advertising Inc
Ivory Snow, Tide	Rosemary M-F 11:45-12 N	63	12-27-47—	Benton & Bowles Inc.
Ivory Soap	Lowell Thomas M.F. 6:45-7 PM 11-11:15 PM	78	8-25-47—	Compton Adv. Inc.
Ivory Flakes	What Makes You Tick M-F 2:45-3 PM	80	12-27-48—	Compton Adv. Inc.

(Continued on page 390)

ADVERTISERS USING CBS NETWORK DURING 1948

Sponsor & Product	Program Time	No. Sta.	Duration of Contract	Agency and City
Procter & Gamble Co. Lava	F.B.I. in Peace & War Th. 8-8:30 PM 12-12:30 AM	149	8-22-47—6-24-48 8-26-48—	Blow Co. Inc.
Oxydol	Perry Mason M-F 1:15-30 PM	12	8-30—11-5-48	Dancer-Fitzgerald-Sample Inc.
Oxydol, Ivory Flakes, Spic & Span	Ma Perkins M-F 2:15-30 PM	80	12-29-47—	Dancer-Fitzgerald-Sample Inc. Compton Adv. Inc.
Oxydol	Jack Smith Show M.-F. 7:15-30 PM 11:15-30 PM	82+CBC	8-25-47—7-2-48 8-23-48—	Dancer-Fitzgerald-Sample Inc.
Spic & Span, Ivory Flakes	Perry Mason M.-F. 2:15-30 PM	86	3-24-47—3-12-48	Dancer-Fitzgerald-Sample Inc. & Compton Adv. Inc.
Tide	Perry Mason M.-F. 2:15-30 PM	79-93	3-15-48—	Benton & Bowles Inc.
Progressive Party Political	Henry Wallace Wed. 10:30-45 PM	166	10-20-48 only	Frederick-Clinton Co.
	Henry Wallace Wed. 10:30-11 PM	166	10-27-48 only	
	Henry Wallace Tues. 10:30-11 PM	10	1-5—3-26-48	
	Henry Wallace Sat. 10:15-45 PM CDST	7*	10-2-48 only	Sidney Myer & Assoc.
Prudential Insurance Co. of America Insurance Services	Prudential Family Hour Sun. 6-6:30 PM 10/3 Prudential Family Hour of Stars	151	6-8-47—	Benton & Bowles Inc.
Republican National Committee Political	Governor Warren Th. 10:30-11 PM	167	9-16-48 only	Batten, Barton, Durstine & Osborne Inc.
	Governor Dewey Mon. 10-10:30 PM	167	9-20-48 only	
	Governor Dewey Tu. 11:30-12 M	77	9-21-48 only	
	Senator Vandenberg Mon. 8-8:30 PM 12-12:30 AM	167	10-4-48 only	
	Governor Warren Wed. 10:30-11 PM	167	10-6-48 only	
	Governor Dewey Mon. 8:30-9 PM	167	10-11-48 only	
	Governor Dewey Th. 9:30-10 PM	167	10-14-48 only	
	Governor Dewey Th. 9-9:30 PM	167	10-28-48 only	
	Governor Dewey Mon. 9-10 PM	167	11-1-48 only	
	Governor Warren Fri. 10-10:30 PM	167	10-29-48 only	
R. J. Reynolds Tobacco Co., Winston Salem Camel Cigarettes	Vaughn Monroe Show Sat. 9:30-10 PM 12:30-1 AM	150	10-11-47—7-3-48	Wm. Esty & Co. Inc.
	Vaughn Monroe Sat. 7:30-8 PM, 11-11:30 PM	161	10-2-48—	
	Screen Guild Players Mon. 10:30-11 PM	155	9-29-47—6-28-48	
	Camel Caravan with Vaughn Monroe Mon. 10-10:30 PM 8/30 Mon. 10:30-11 PM 10/4 Bob Hawk Show	160	7-5-48—	
S.O.S. Company, Chicago Aluminum Cleanser, soaps, all products	Knox Manning, News M.W.F. 5-5:15 PM PST	13*	9-22-47—3-19-48	McCann-Erickson Inc.
	Knox Manning, News M.F. 12:30-45 PM CDST 9/27 M.F. 1-1:15 PM CDST 11/30 M.W.F. 1-1:15 PM CDST	8*	8-30-48—	
	Mr. Information M.F. 4:25-30 PM CDST 8/30 M.F. 3:25-30 PM CDST	13*	8-16-48—	

KROY

Sacramento, California

Columbia's Basic Station for California's Capital

Represented Nationally By

AVERY-KNODEL, Inc. New York — Chicago — San Francisco — Los Angeles

ADVERTISERS USING CBS NETWORK DURING 1948

(Continued)

ponsor & Product	Program Day & Time	No. Sta.	Duration of Contract	Agency and City
chutter Candy Co., Chicago Bit-O-Honey & Old Nick Candy Bars	The Padded Cell Sat. 6:30-7 PM PST	13*	2-21—5-22-48	Russel M. Seeds Co. Inc.
ealy Mattress Co. All Products	Chas. Collingwood, News Sat. 5:30-45 PM PDT 10/2 Sat 6-6:15 PM CDST	8*	8-14-48—	Alvin Wilder
A. Sheaffer Pen Co., Ft. Madison, Ia. Pens, Pencils, Skrip, Lead	Adventurer's Club Sat. 11:30-12 N	146	1-11-47—1-3-48	Russel M. Seeds Co. Inc.
gnal Oil Co., Los Angeles Gas, Oil	The Whistler Wed. 7:30-8 PM PST 10/3 Sun. 9:30-10 PM CDST	16*	6-9-47—6-2-48	Barton A. Stebbins Adv. Agcy.
oil-Off Mfg. Co., Glendale Cleaning Fluid	Front Page Features with Knox Manning Tu., Th. 5-5:15 PM PST	13*	3-23—9-16-48	McCann-Erickson Inc.
tandards Oil Company (New Jersey) Institutional	New York Philharmonic Symphony Sun. 3-4:30 PM	163	10-10-48—	Marschalk & Pratt Co.
terling Drug Inc. Ironized Yeast, Phillips Milk of Magnesia	Big Town Tu. 8-8:30 PM 12-12:30 AM	148+CBC	12-30-47—6-22-48	Pedlar & Ryan Inc.
terling Drug Inc. Bayer Aspirin, Phillips Milk of Magnesia & Tablets	Mystery Theater Tu. 8-8:30 PM 12-12:30 AM	149+CBC	6-29-48—	Dancer-Fitzgerald-Sample Inc.
Bayer Aspirin	American Melody Hour 7/14 "Mr. Chameleon" Wed. 8-8:30 PM	138	7-15-47—	
tudebaker Corp., So. Bend. Motor Cars	Bob Garred, News M.W.F. 7:30-45 AM PST	15*	1-2-48—12-24-48	Roche, Williams & Cleary Inc.
unnyvale Packing Co., San Francisco Rancho Soups	Meet the Missus M.W.F. 3:15-30 PM PST	30*	8-18-47—2-13-48	Ruthrauff & Ryan Inc.
exas Co., New York Texaco Products	Star Theater with Gordon McCrae, Evelyn Knight Sun. 9:30-10 PM	162+CBC	9-27-47—3-21-48	Kudner Agency Inc.
he Toni Co., St. Paul Toni Home Permanent Wave, Toni Creme Shampoo	Give & Take Sat. 2-2:30 PM 7/24 Sat. 1:30-2 PM	160	1-3-48—	Foote, Cone & Belding
	This is Nora Drake M.F. 2:30-45 PM	152	5-10-48—	
	Crime Photographer Thurs. 9:30-10 PM	163	4-1-48—	
k Chemical Co., New York All Products	Meet the Missus M.W.F. 2:30-45 PM CDST	13*	9-27-48—	Morse International Inc.
ashington State Apple Commission Washington State Apples	Front Page Features Sat. 5-5:15 PM PST	13*	9-23-47—3-20-48	J. Walter Thompson Co.
elch Grape Juice Co., Westfield, N. Y. Fruit Preserves	Meet the Missus W.Th. 4:15-30 PM PDST 4/26 W.Th. 3:15-30 PDST 6/1 Tu.Th. 3:15-30 PDST	3*	4-7—9-2-48	Buchanan & Co. Inc.
ldroot Co., Inc., Buffalo Wildroot Cream Oil	Adventures of Sam Spade Sun. 8-8:30 PM 11-11:30 PM	163	9-28-47—	Batten, Barton, Durstine & Osborn Inc.
	Meet The Missus Tu. Th. 2:15-2:30 PM CDST	18*	12-7-48—	
n. Wrigley Jr. Co., Chicago hewing Gum	Gene Autry Show Sun. 7-7:30 PM	158	12-28-47—	Ruthrauff & Ryan Inc.
	Holiday Show Th. 4-6 PM	167	11-25 only	
	Holiday Show Sat. 4-6 PM	167	12-25 only	

KARM
Fresno, California

Basic CBS Columbia Station for Central California

Represented Nationally By
EDWARD PETRY & CO., Inc. New York — Chicago — Detroit — St. Louis — Los Angeles — San Francisco

ADVERTISERS USING MUTUAL NETWORK DURING 1948

Sponsor & Product	Program—Day & Time EST	No. of Stations	Duration of Contract	Agency
American Bird Products, Inc., Chicago Bird Food	American Radio Warblers Eff. 10-48 Sun. 1:15-1:30 PM Sun. 1:30-1:45 PM	16	10-19-47—4-11-48 10-31-48	Weston-Barnett Inc., Chicago
Appalachian Coals Inc., Cincinnati Coal	Alvin Helfer, News Mon.-Fri. 7:15-7-20 PM	66	12-1-47—8-27-48	Haehnle Advertising, Clevelan
Armour & Co., Chicago Star Shortening	Queen For A Day Tues.-Th. 2:00-2:30 PM	238	9-2-47—8-26-48	Foote, Cone & Belding, Chicag
P. Ballantine & Sons, Newark Beer & Ale	Zale vs. Graziano Th. 10 PM to concl.	450	6-10-48 only	J. Walter Thompson Co., Ne York
	Jack vs. Williams Mon. 10:35 to concl.	369	7-12-48 only	
	Zale vs. Cerdan Tu. 10 PM to concl.	427	9-21-48 only	
Barbasol Co., Indianapolis Shaving Cream	Billy Rose Tues., Thu. 8:55-9:00 PM	448	4-13-48—7-8-48	Erwin, Wasey & Co., N. Y.
Bayuk Cigars Inc., Phila. Phillies Cigars	Inside of Sports Mon.-Fri. 7:45-8:00 PM	104	9-10-45—	Neal D. Ivey Co., Phila.
E. J. Brach & Sons Inc., Chicago Confections	Superman Mon.-Fri. 5:15-5:30 PM lcl	12	8-30-48—11-26-48	George H. Hartman Co., Chica
Carter Products Inc., New York Carter's Little Liver Pills & Arrid	Gabriel Heatter Mon.-Wed.-Fri.9:00-9:15 PM Eff. 6-30-47	322	12-30-46—	Sullivan, Stauffer, Colwell Bayles Inc., New York
	Jimmie Fidler Sun. 8:30-8:45 PM Eff. 9-26-48 Sun. 9:30-9:45 PM	205	9-7-47—	
Christian Reformed Church Religion	Back to God Sun. 11:00-11:30 AM	249	12-7-47—	Evans Associates, Chicago
Coca Cola Co., Atlanta Coca Cola	Songs by Morton Downey Tu., Thu., Sat. 11:15-11:30 PM	381	10-28-47—4-24-48	D'Arcy Advertising Co., New Yo
H. C. Cole Milling Co., Chester Omega Flour	Ernie Lee's Omega Show Sun. 3:00-3:30 PM	65	10-5-47—6-27-48 9-26-48	Gardner Advertising Co., Louis
Continental Pharmaceutical Corp., Chicago Kyron	Leave It to the Girls Fri. 8:30-8:55 PM	32	9-10-48—	Arthur Meyerhoff & Co., Chica
Cudahy Packing Co., Chicago Old Dutch Cleanser	Nick Carter Sun. 6:30-7:00 PM	456	9-15-46—	Grant Advertising Inc., Chicag
Curtis Publishing Co., Philadelphia Publishers	Election Returns Tu. 9:15 PM to concl.	500	11-2-48 only	Batten, Barton, Durstine & O born, New York
Delaware, Lackawanna & Western Coal Co., New York Blue Coal	The Shadow Sun. 5:00-5:30 PM	37	9-7-47—5-30-48 9-12-48—	Ruthrauff & Ryan Inc., New Yo
Doubleday & Co., New York	John B. Kennedy Sun. 1:15-1:30 PM	58	9-12-48—12-5-48	Huber Hoge & Sons, New York
First Church of Christ Scientist Religion	First Church of Christ Scientist Sat. 4:45-5:00 PM lcl. Eff. 11-48 Healing Ministry of Christian Science	106	4-3-48	H. B. Humphrey Co., New Yor
Fuller Foundations Religion	Pilgrim Hour Sun. 12:00-12:30 PM	239	9-6-42—3-28-48	R. H. Alber Co., Los Angeles
General Foods Sales Corp., New York Post Corn Toasties, Gaines Dog Food	House of Mystery Sun. 4:00-4:30 PM	475	9-15-45—	Benton & Bowles Inc., New Yo
	Juvenile Jury Sun. 3:30-4:00 PM	140	12-8-46—	
General Motors Corp., Detroit Institutional	Your Land & Mine—H. J. Taylor Mon.-Wed. 7:30-7:45 PM	466	12-21-45—	Kudner Agency Inc., New York
Gillette Safety Razor Co., Boston Blades & Razors	East-West Football Game Th. 4:45 PM to concl.	420	1-1-48 only	Maxon, Inc.
	All-Star Baseball Game Tu. 2:15 PM to concl.	480	7-13-48 only	
	World Series Wed. thru Mon. 12:45 PM to concl. 1:15 PM to concl. on Sun.	720	10-6 thru 11-48 only	
	Army-Navy Game	485	11-27-48 only	
	Blue-Grey Game	480	12-25-47 only	
Grand Lodge of Free & Accepted Masons State of New York—Institutional	George Washington, Country Squire Sun. 2:00-2:30 PM	18	2-22-48 only	Direct
Helbros Watch Co., New York Helbros Watches	Quick As A Flash Sun. 5:30-6:00 PM Eff. 6-6-48—8-29-48 What Makes You Tick?	411	1-18-44—	Wm. H. Weintraub & Co., Ne York
George H. Hormel & Co., Austin, Minn. Spam	Hormel Girls Corps Sat. 12:00-12:30 PM	27	6-5-48	Batten, Barton, Durstine & O born, Mnpls.
International Milling Co., Minneapolis Robin Hood Flour	Queen For A Day Mon.-Wed.-Fri. 2:00-2:30 PM	133	10-13-47—	Crook Advertising Agency, Dall
Johns-Manville Corp., New York Industrial Products	Bill Henry & the News Mon.-Fri. 9:55-10:00 PM	341	8-23-48—	J. Walter Thompson Co., Ne York
Kaiser-Frazer Corp., Willow Run, Mich. Automobile & Industries	Newscope Tu.-Th.-Sat. 7:30-7:45 PM Sun. 8:45-9:00 PM	437	11-4-47—5-2-48	Swaney, Drake & Bement, Ch cago
	Adv. of the Thin Man Thur. 10:00-10:30 PM	487	10-28-48—	Wm. H. Weintraub & Co., Ne York
	Guy Lombardo & Orch. Sat. 9:30-10:00 PM	485	10-23-48—	
Lutheran Laymen's League, St. Louis Religion	Lutheran Hour Sun. 12:30-1:00 PM	349	10-24-47—	Gotham Advertising Co., Ne York
Mail Pouch Tobacco Co., Wheeling, W. Va. Tobacco	Fishing & Hunting Club of the Air Mon. 10:00-10:30 PM	47	12-23-46—	Walker & Downing, Pittsburgh
Miles Laboratories, Inc., Elkhart, Ind. Alka-Seltzer	Queen For A Day Mon.-Fri. 2:00-2:30 PM	487	10-29-45—	Wade Advertising Agency, Ch cago
Mississippi Tabernacle Religion	Call of the Cross Sun. 10:00-10:30 AM	23	7-18-48—	Marks & Neese Inc., Jackso Miss.
Musterole Company, Cleveland Musterole	Billy Rose Pitching Horseshoes Tu.-Th. 8:55-9:00 PM	418	10-14-47—4-8-48	Erwin, Wasey & Co., New Yo

(Continued on page 394)

Compliments

of a

Friend*

*As of January 1, 1949
520 Stations (510 in service)
32,482,000 Radio Homes (Grade I Daytime "Listenability")

ADVERTISERS USING MUTUAL NETWORK DURING 1948

(Continued from page 392)

Sponsor & Product	Program—Day & Time EST	No. of Stations	Duration of Contract	Agency
Mutual Benefit Health & Accident Association of Omaha	Behind the Front Page Sun. 7:30-8:00 PM	460	1-14-44—	Ruthrauff & Ryan Inc., New Y
National Council of Protestant & Episcopal Churches	Day of Restoration Sun. 11:30-12 Noon	250	2-29-48 only	H. B. Humphrey Co., Boston
	Great Scenes from Great Plays Fri. 8:00-8:30 PM	473	10-1-48—	
Noxzema Chemical Co., Baltimore Noxzema Products	Gabriel Heatter Fri. 9:00-9:15 PM	182	7-4-47—	Sullivan, Stauffer, Colwell Bayles, New York
Pepsodent Div.-Lever Bros. Co., Chicago Dentifrice	Hop Harrigan Mon.-Fri. 5:00-5:15 PM	2	7-7-47—1-2-48	Foote, Cone & Belding, Chica
Perfect Circle Co., Hagerstown, Ind. Piston Rings	Indianapolis Speedway Race Mon. 11:45-12:15 PM, 1:30-1:45 PM, 2:45-3:00 PM & last 15 min. of race	480	5-31-48 only	Henri, Hurst & McDonald, In Chicago
Peter Paul Inc., Naugatuck, Conn. Chewing Gum & Candy Products	Eight O'clock News Mon., Wed., Fri. 8:00-8:15 AM lcl.	253	11-10-47—2-27-48	Platt-Forbes Inc., New York
Pharmaco Inc., Newark Chooz, Feen-a-mint	Adv. of Charlie Chan Mon. 8:30-8:55 PM	267	9-29-47—6-21-48	Ruthrauff & Ryan Inc., New Y
	Official Detective Tu. 8:30-8:55 PM	140	1-20-48—7-13-48	
	Jim Backus Show Sun. 9:30-10:00 PM	89	9-4-47—5-30-48	
	Song of the Stranger Mon., Wed., Fri. 3:30-3:45 PM	133	9-29-47—3-26-48	
Philco Corp., Philadelphia Radios	Burl Ives Fri. 8:00-8:15 PM	200	10-18-46—4-9-48	Hutchins Advertising Co., N York
Philip Morris & Co. Ltd., New York Cigarettes	Heart's Desire Mon.-Fri. 11:30-12 Noon	223	4-28-47—9-17-48	Cecil & Presbrey Inc., New Y
	Kate Smith Sings Mon.-Fri. 12:15-12:30 PM	223	9-20-48—	
	Queen For A Day Mon.-Fri. 2:00-2:30 PM	228	4-21-47—	
Piedmont Shirt Co., Greenville, S. C. Wings Shirts	Wm. L. Shirer Sun. 1:00-1:15 PM	276	1-4-48—6-13-48 9-5-48—	Wm. H. Weintraub & Co., N York
Pilot Radio Corp., Long Island City, N. Y. FM Radio Speaker Device	American Forum of the Air Tu. 10:00-10:30 PM	22	10-28-47—1-20-48	Grey Advertising Inc., New Y
Quaker Oats Co., Chicago Oatmeal	Those Websters Sun. 6:00-6:30 PM	479	3-3-46—8-22-48	Ruthrauff & Ryan Inc., Chicag Eff. 7-1-48
	Roy Rogers Show Sun. 6:00-6:30 PM		8-29-48—	Sherman & Marquette Inc., C cago
Radio Bible Class, Detroit Religious Talks	Radio Bible Class Sun. 10:00-10:30 AM	265	11-10-40—	Stanley G. Boynton Co., Detr
Ralston-Purina Co., St. Louis Chow Products	Checkerboard Jamboree Mon.-Fri. 12:15-12:30 PM EST, 1:45-2:00 PM other zones	196	1-5-46—	Gardner Adv. Agency, St. Lou Eff. 7-1-48 Brown & Bowers Inc., Nashvi
Ralston, Shredded Ralston & Instant Ralston	Tom Mix & His Ralston Straight Shooters Mon.-Fri. 5:45-6:00 PM lcl.	482	6-7-44—	Gardner Adv. Agency, St. Lo
R. J. Reynolds Tobacco Co., Winston Salem, N. C. Camel Cigarettes	Cotton Bowl Football Game Th. 2:15 PM to concl.	400	1-1-48 only	William Esty & Co., New Yor
Revere Camera Co., Chicago Cameras & Projectors	Jan August Show Thur. 8:00-8:15 PM Eff. 3-11-48 Revere All-Star Revue Eff. 5-13-48 (Time Change) Th. 9:30-9:45 PM Eff. 8-12-48 Th. 9:30-9:55 PM	49	2-15-47—11-4-48	Roche, Williams & Cleary, C cago
Ronson Art Metal Works, Newark Ronson Lighters	Twenty Questions Sat. 8:00-8:30 PM	475	7-6-48—	Cecil & Presbrey Inc., New Y
R. B. Semler Inc., New Canaan, Conn. Kreml Hair Tonic & Shampoo	Billy Rose, Pitching Horseshoes Mon., Wed., Fri. 8:55-9:00 PM Eff. 7-12-48 Mon.-Fri. 8:55-9:00 PM	445	10-13-47—10-8-48	Erwin, Wasey & Co., New Y
	Martin Block Show Mon., Wed., Fri. 3:30-3:45 PM	456	10-13-47—4-9-48	
	Gabriel Heatter Sat. 9:00-9:15 PM	42	10-16-48—	
Serutan Co., Jersey City Serutan-Nutrex & RDX	Victor H. Lindlahr Mon.-Fri. 12:15-12:30 PM Eff. 9-6-48 Mon.-Fri. 11:15-11:30 AM	99	10-1-45—	Roy S. Durstine Inc., New Y
	Gabriel Heatter Tu.-Thu. 9:00-9:15 PM	218	7-12-46—	
Shipstad & Johnson, Hollywood Ice Follies	Ice Follies of 1949 Th. 11:30-12 Mid.	32	9-16-48 only	Smith, Bull & McCreery, Holl wood
Shotwell Mfg. Co., Chicago Confections	True or False Sat. 5:30-6:00 PM lcl.	489	2-7-48—	C. Wendel Muench & Co., Ch cago—Eff. 7-1-48 Wade Advertising, Chicago
Teen Timers Inc., New York Teen Timers Dresses	Teen Timers Club Sat. 11:30-12 Noon	114	3-13-48—	Buchanan & Co., New York
Trimount Clothing Co. Inc., New York Clipper Craft Clothes	Sherlock Holmes Sun. 7:00-7:30 PM	229	10-20-46—6-20-48 9-26-48—	Wm. H. Weintraub & Co., Ne York
Universal Carloading & Distributing Co., New York Institutional	American Forum of the Air Tu. 10:00-10:30 PM	12	10-19-48—	Raymond Spector Inc., New Yo
U. S. Army Recruiting Service	Mel Allen Sat. 7:45-8:00 PM	264	9-18-48—	Gardner Advertising Co., S Louis
United States Rubber Co., New York U. S. Tires	Winter Olympics with Ted Husing Th. 8:15-8:30 PM	417	2-5-48 only	Campbell-Ewald Co., New Yor
U. S. Tobacco Co., New York Model, Tweed, Dills Best	Take A Number Sat. 5:00-5:30 PM lcl.	482	6-5-48—	Kudner Agency, New York

(Continued on page 395)

ADVERTISERS USING NBC NETWORK DURING 1948

Sponsor & Product	Program—Day & Time EST	No. of Stations	Starting Date of Program	Agency
Albers Milling Co., Seattle Albers Quick Oats	Aunt Mary Mon-Fri—3:30-3:45 PM PST	26	Feb 1948—	Erwin Wasey & Co. Ltd.
Allis-Chalmers Mfg. Co., Milwaukee Farm Equipment	The National Farm and Home Hour Saturday 1-1:30 PM	164	Sept 1945—	Bert S. Gittins Adv.
American Cigarette & Cigar Co., New York Pall Mall Cigarettes	The Big Story Wednesday 10:00-10:30 PM	162	April 1947—	Foote, Cone & Belding Inc. (eff. 4-7-48—Sullivan, Stauffer, Colwell & Bayles
American Home Products Corp., New York Kolynos, Anacin	Hollywood Star Preview (eff. 6-48—The Anacin Hollywood Star Theatre) (eff. 10-48—Sat. 8-8:30 PM, 12:30-1 M.)	162	Sept 1947—	Sullivan, Stauffer, Colwell & Bayles
American Meat Institute, Chicago Meat & Allied Products	Fred Waring Tues & Thurs 10:00-10:30 AM	162	Jan 1946—	Leo Burnett Co., Inc.
American Tobacco Co., New York Lucky Strike Cigarettes	Jack Benny (June-Sept—Let's Talk Hollywood) Sunday 7:00-7:30 PM	163	Oct 1944—	Foote, Cone & Belding Inc. (eff. 4-48—BBD&O)
American Tobacco Co., New York Lucky Strike Cigarettes	Your Hit Parade Saturday 9:00-9:30 PM	161	April 1947—	Foote, Cone & Belding Inc. (eff. 4-48—BBD&O)
B. T. Babbitt, New York Bab-o Cleaner	Lora Lawton Mon-Fri 11:45-12:00 N	96	May 1943—	Duane Jones Co. Inc.
Bekins Van & Storage Co., Calif. Moving & Storage	Music Hour from Hollywood Saturday 9:30-10:00 PM PST	9	Oct 1947-Sept 1948	Brooks Advertis'ng Agency
Bell Telephone System, New York Telephone Service	The Telephone Hour Mon 9:00-9:30 PM, 12:00-12:30 AM	152	April 1940—	N. W. Ayer & Son Inc.
Bristol-Myers Co., New York Ipana & Vitalis	Duffys Tavern (July-Sept Tex & Jinx Show) Wednesday 9:00-9:30 PM	160	Sept 44—	Young & Rubicam
Bristol-Myers Co., New York Sal Hepatica & Vitalis	Mr. District Attorney Wed 9:30-10:00 PM	160	April 1940—	Doherty, Clifford & Shenfield Co.
Brown Shoe Co., St. Louis Childrens Shoes	Smilin' Ed McConnell Saturday 11:30-12:00 N	157	Feb 1944—	Leo Burnett Co. Inc.
Brown & Williamson Tobacco Co., Louisville Raleigh Cigarettes	People Are Funny (off July-Sept) Tues. 10:30-11:00 PM	161	April 1942—	Russel M. Seeds Co.
Brown & Williamson Tobacco Co., Louisville Raleigh Cigarettes	Red Skelton (June-Sept Evening with Romberg) Tuesday 10:30-11:00 PM	159	Oct 1941—June 1944 Dec 1945—Sept 1948	Russel M. Seeds Co.
Bunte Brothers, Chicago Candy	World Front Sunday 12:00-12:30 PM	20	June 1943—May 1948	Presba, Fellers & Presba
Campana Sales Co., Batavia, Ill. Solitair Make-up	Solitair Time Sunday 11:45-12:00 N	19	Oct 1945—	The Clements Co. Inc.
Campbell Soup Co., Camden, N. J. Soup, Pork & Beans, Franco-American Spaghetti	Double or Nothing Mon-Fri—2-2:30 PM	131	May 1948—	Ward Wheelock Co.
Cardinet Candy Co., Calif. Candy Bars	The David Street Show Friday 9:00-9:15 PM PST	21	Aug 1947—Jan 1948	Elliott-Daly Co.
Carnation Co., Milwaukee Evaporated Milk	Carnation Contented Hour Monday 10:00-10:30 PM	149	April 1931—	Erwin Wasey & Co. Ltd.
Centaur Co., New York Molle Shave Cream & Double Danderine	The Molle Mystery Theatre Friday 10:00-10:30 PM	140	Sept 1943—June 1948	Young & Rubicam
Cities Service Co., New York Gas & Oil	Cities Service Highways in Melody (eff. 6-48—Cities Service Band of America) Friday 8:00-8:30 PM	82	Feb 1927—	Ellington & Co.

(Continued on page 396)

ADVERTISERS USING MUTUAL NETWORK DURING 1948

(Continued)

onsor & Product	Program—Day & Time EST	No. of Stations	Duration of Contract	Agency
nited Electrical Radio & Machine Workers of America Institutional	Arthur Gaeth Wed. 7:30-7:45 PM	57	4-23-47—4-14-48	Mack & Arnold Co., New York
oice of Prophecy, Inc., Washington, D. C. Religious Talks	Voice of Prophecy Sun. 10:30-11:00 AM	266	1-4-42—	Western Advertising Inc., Los Angeles
lupte Inc., New York Compacts & Cigarette Cases	The Better Half Th. 8:30-8:55 PM	25	9-16-48—	Hirshon-Garfield Inc., New York
ander Co., Chicago Ovaltine	Captain Midnight Mon.-Fri. 5:30-5:45 PM lcl. Eff. 9-26-48 Mon.-Fri. 5:15-5:30 PM lcl.	129	9-25-45—	Hill Blackett & Co., Chicago
illiamson Candy Co., Chicago O'Henry Candy	True Detectiv Mysteries Sun. 4:00-4:30 PM	480	3-3-46—	Aubrey, Moore & Wallace Inc., Chicago
lson Sporting Goods Co., Chicago Sports Equipment	All-Star Football Game Fri. 9:30 PM-12:11 AM	485	8-20-48 only	Ewell & Thurber Associates, Chicago
ung People's Church of the Air Religious Talks	Young People's Church of the Air Sun. 9:00-9:30 AM	260	10-13-40—6-20-48	Erwin, Wasey & Co., New York— Eff. 4-25-48 Alpha Advertising Agency, Phila.

ADVERTISERS USING NBC NETWORK DURING 1948

(Continued)

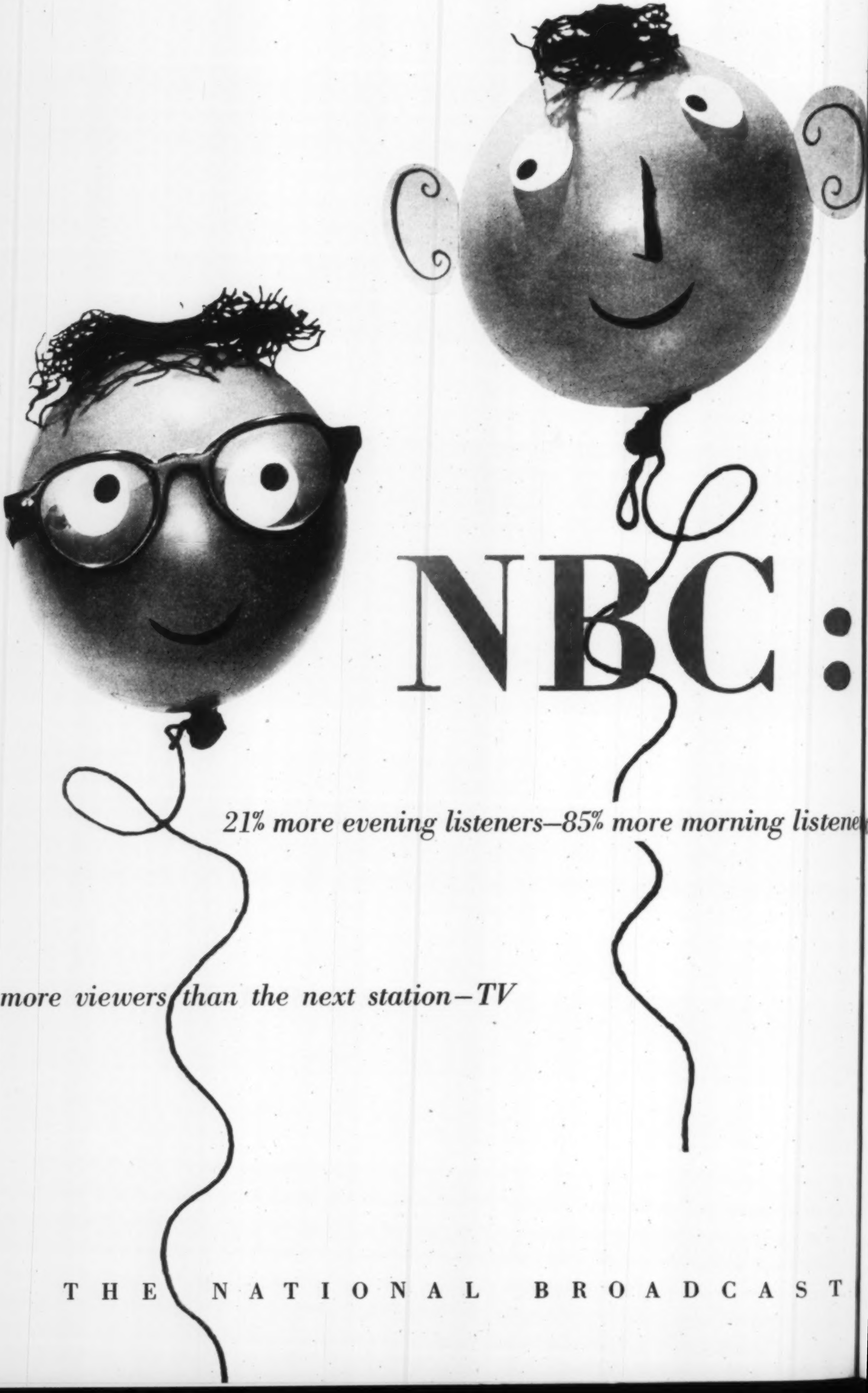
Sponsor & Product	Program—Day & Time EST	No. of Stations	Starting Date of Program	Agency
Coca-Cola Co., New York Coca-Cola	Songs by Morton Downey Tues, Thurs, Sat—11:15-11:30 PM	143	June 1948—	D'Arcy Advertising Co.
Chevrolet Motor Division, General Motors Co., Detroit Motor Cars	Election Returns 8:00—conclusion	163	Nov 2, 1948 only	Campbell-Ewald Co.
Colgate-Palmolive Peet Co., Jersey City Shave Cream	Can You Top This? Fri 8:30-9:00 PM, 11:30-12:00 M (July-Sept., Sat 9:30-10 PM)	141	Oct 1942—Sept 1948	Ted Bates Inc.
Colgate-Palmolive Peet Co., Jersey City Halo Shampoo & Supersuds	Judy Canova Show (off July-Sept) Saturday 9:30-10:00 PM	141	Jan 1945—	Sherman Marquette Inc.
Colgate-Palmolive Peet Co., Jersey City Palmolive Soap & Shave Cream	Kay Kyser's College of Musical Knowledge Saturday 10:00-10:30 PM	142	Dec 1944—June 1948	Ted Bates Inc.
Colgate-Palmolive Peet Co., Jersey City Colgate Shave Cream	Sports Newsreel of the Air Friday 10:30-10:45 PM	70	Oct 1939—	Sherman Marquette Inc.
Colgate-Palmolive Peet Co., Jersey City Colgate Dental Cream, Lustre Cream	A Day in the Life of Dennis Day (off July-Aug) Wed 8:00-8:30 PM, 12:00-12:30 PM (eff. 9-48—Sat 10-10:30 PM)	143	Oct 1946—	Ted Bates Inc.
Colgate-Palmolive Peet Co., Jersey City Colgate Dental Cream, Supersuds	Blondie wed—8-8:30 PM	152	Sept 1948—	William Esty Co.
E. I. du Pont de Nemours & Co. Inc., Wilmington, Del. Institutional	Cavalcade of America (off July-Aug) Mon 8:00-8:30 PM, 11:30-12:00 M	152	Jan 1940—	B B D & O
Eversharp Inc., New York Pens & Pencils	Take It or Leave It Sunday 10:00-10:30 PM	163	Aug 1947—	Biow Co. Inc.
Falstaff Brewing Corp., St. Louis Beer	Music From the Heart of America Thurs—9:30-10 PM	33	Feb 1948—	Dancer-Fitzgerald-Sample, Inc.
Faultless Starch Co., Cincinnati Faultless starch	Faultless Starch Time Sun—11-11:15 AM	25	Oct 1948—	Bruce B. Brewer & Co.
Firestone Tire & Rubber Co., Akron Tires & Tubes	Voice of Firestone Monday 8:30-9:00 PM	140	Dec 1928—	Sweeney & James Co.
F. W. Fitch Co., Des Moines Fitch Shampoo	Fitch Bandwagon Starring Alice Faye & Phil Harris Sunday 7:30-8:00 PM	159	Sept 1946—June 1948	L. W. Ramsey Co.
Ford Motor Co., Dearborn, Mich. Automobiles	The Ford Theatre Sunday 5:00-6:00 PM	161	Oct 1947—June 1948	Kenyon & Eckhardt
Ford Motor Co., Dearborn, Mich. (Ford Dealers of America) Motor Cars and Service	The Fred Allen Show Sun 8:30-9 PM (off July-Sept)	163	Jan 1948—	J. Walter Thompson Co.
General Electric Co., Schenectady Institutional	Fred Waring Monday 10:30-11:00 PM (eff. 7-48—Thurs 10:30-11 PM)	160	Oct 1947—	B B D & O
General Foods Corp., New York Maxwell House Coffee	Burns & Allen (June-Sept—New Faces) Thurs 8:30-9:00 PM, 12:00-12:30 AM	145	Sept 1945—	Benton & Bowles
General Foods Corp., New York Jello, Jello Puddings	Aldrich Family (off July-Sept) Thurs 8:00-8:30 PM, 11:30-12:00 M	140	July 1939-July 1944 Sept 1946—	Young & Rubicam
General Foods Corp., New York Calumet Swans Down	When A Girl Marries Mon-Fri 5:00-5:15 PM	77	Sept 1941—	Benton & Bowles
General Foods Corp., New York Instant Postum, Posts 40% Bran Flakes	Portia Faces Life Mon-Fri 5:15-5:30 PM	87	Apr. 1941—Mar 1944 Oct 1944—	Benton & Bowles
General Mills, Inc., Minneapolis Sperry Flour, Cereals & Wheaties	This Womans Secret Mon-Fri 4:00-4:15 PM PST	11	March 1945--	Knox-Reeves Inc.
General Mills, Inc., Minneapolis Sperry Pancake, Waffle Flour, Wheaties	Sam Hayes Mon-Sat 7:45-8:00 PM PST	8	Aug 1939—	Knox-Reeves Inc.
General Mills, Inc., Minneapolis Wheaties; Bisquick	Today's Children Mon-Fri 2:30-2:45 PM	137	June 1942—	Knox-Reeves Inc.
General Mills, Inc., Minneapolis Bisquick, Betty Crocker Soups	Woman in White Mon-Fri 2:15-2:27 PM	137	June 1944—May 1948	Knox-Reeves Inc.
General Mills, Inc., Minneapolis Pyequick	The Story of Holly Sloan Mon-Fri 2:27-2:40 PM	137	Sept 1947—May 1948	Knox-Reeves Inc.
General Mills, Inc., Minneapolis Softasilk Cake Flour	Betty Crocker Mon-Fri 2:40-2:45 PM	137	May 1938—Mar 1941 Mar 1942—May 1948	Knox-Reeves Inc.
General Mills, Inc., Minneapolis Cheerios	Light of the World Mon-Fri 2:45-3:00 PM	66	March 1940—June 1944 Dec 1946—	Knox-Reeves Inc.
Hudson Coal Co., Scranton, Pa. Coal	The D & H Miners Sunday 9:45-10:00 AM	13	Oct 1945—	The Clements Co. Inc.
International Harvester Co., Chicago Institutional	Harvest Of Stars Sunday 2:30-3:00 PM	158	Oct 1945—Mar 1948	McCann, Erickson
International Silver Co., Meriden, Conn. Sterling Silver & Silver Plate	Ozzie & Harriet Sun—6:30-7 PM	142	Oct 1948	Young & Rubicam
S. C. Johnson & Son, Inc., Racine, Wis. Wax Products	Fibber McGee & Molly Tuesday 9:30-10:00 PM (June-Sept, Fred Waring)	144	April 1935—	Needham, Louis & Brorby
S. C. Johnson & Son Inc., Racine, Wisc. Wax Products	Dizzy Dean Sat—5-5:15 PM	163	July 1948—Sept 1948	Needham, Louis & Brorby
S. C. Johnson & Son Inc., Racine, Wisc. Wax Products	Fred Waring Mon & Wed—10-10:30 AM	164	Oct 1948—	Needham, Louis & Brorby

ADVERTISERS USING NBC NETWORK DURING 1948

(Continued)

Sponsor & Product	Program—Day & Time EST	No. of Stations	Starting Date of Program	Agency
Kraft Foods Co., Chicago Cheese Spreads, Kraft Dinner, Mayonnaise	Kraft Music Hall (June-Sept Nelson Eddy) Thursday 9:00-9:30 PM	145	June 1933—	J. Walter Thompson Co.
Kraft Foods Co., Chicago Parkay Kraft Dinner	The Great Gildersleeve Wed 8:30-9:00 PM, 11:30-12:00 M (off June-Aug)	148	Aug 1941—	Needham, Louis & Brorby
Lever Bros. Co., Cambridge, Mass. Rinso	Amos 'n Andy (June-Sept Call the Police) Tuesday 9:00-9:30 PM	149	Oct 1943—Sept 1948	Ruthrauff & Ryan Inc.
Lever Bros. Co., Cambridge, Mass. Pepsodent (eff. 9-48—Swan Soap)	Bob Hope Tuesday 10:00-10:30 PM (eff. 9-48—Tues 9-9:30 PM) (July-Sept—Corliss Archer)	151	Sept 1938—	Young & Rubicam
Lever Bros. Co., Cambridge, Mass. Life Buoy	Big Town Tues—10-10:30 PM	130	Sept 1948	Sullivan, Stauffer, Colwell & Bayles
Lewis-Howe Co., St. Louis Tums	A Date With Judy Tuesday 8:30-9:00 PM (June-Sept, Carmen Cavallaro)	151	Jan 1944—	Roche, Williams & Cleary Inc.
Liggett & Meyers Tobacco Co., New York Chesterfield Cigarettes	Chesterfield Supper Club Mon-Fri 7:00-7:15 PM, 11:00-11:15 PM	156	June 1939—	Newell-Emmett Co.
Manhattan Soap Co., New York Sweetheart Soap	Katie's Daughter Mon-Fri 11:15-11:30 AM (eff. 6-48—We Love and Learn)	150	Mar 1947—	Duane Jones Co. Inc.
Mars, Inc., Chicago Candy	Dr. I Q Monday 9:30-10:00 PM	131	April 1939—Mar 1942 Apr. 1944—	Grant Advertising Inc.
Mars, Inc., Chicago Candy	Dr. I. Q. Jr. Sat—5:30-6 PM	41	May 1941—Aug 1941 Mar 1948—Aug 1948	
Mars Inc., Chicago Candy	Curtain Time Saturday 7:30-8:00 PM (eff. 10-48—Wed 10:30-11 PM)	131	July 1946—	
W. F. McLaughlin & Co., Chicago Manor House Coffee	Manor House Party Mon-Tues-Wed-Fri 7:30-7:45 PM	6	Mar 1947—Feb 1948	Sherman & Marquette, Inc.
Mennen Co., Newark Shave Cream	Sam Hayes Mon, Wed, Fri—10-10:15 PM PST	10	Sept 1948—	Duane Jones Co.
Miles Laboratories, Inc., Elkhart, Ind. Alka-Seltzer & Vitamins	News of the World Mon-Fri 7:15-7:30 PM. Second Edition Mon-Fri 11:15-11:30 PM	140 9	March 1941— Sept 1947—	Wade Advertising Agency
Miles Laboratories, Inc., Elkhart, Ind. Alka-Seltzer & Vitamins	Quiz Kids Sunday 4:00-4:30 PM	151	June 1940—Jan 1942 Sept 1946—	Wade Advertising Agency
Minnesota Valley Canning Co., Le Sueur, Minn. Canned Vegetables	Fred Waring Program Friday 10:00-10:30 AM	160	March 1947—	Leo Burnett Co. Inc.
ohn Morrell & Co., Ottumwa, Ia. Red Heart Dog Food	Lassie Sat—5:45-6 PM	163	June 1948—	Henri, Hurst & McDonald
abst Sales Co., Chicago Pabst Blue Ribbon Beer	The Eddie Cantor Show (June-Sept—Thin Man) Thursday 10:30-11:00 PM (eff. 10-48—Fri. 9-9:30 PM)	149	Sept 1946—	Warwick & Legler
et Milk Sales Corp., St. Louis Evaporated Milk	The Pet Milk Show with Vic Damone Sat 7:30-8 PM; 11-11:30 PM	142	Oct 1948	Gardner Adv. Co.
et Milk Sales Corp., St. Louis Evaporated Milk	Mary Lee Taylor Sat—10-10:30 AM; 1:30-2 PM	147	Oct 1948—	Gardner Adv. Co.
hilip Morris & Co., Ltd., New York Cigarettes & Tobacco	Philip Morris Night with Horace Heidt Sun 10:30-11 PM	162	Dec 1947—	Biow Co. Inc.
hilip Morris & Co. Ltd., New York Cigarettes	The Milton Berle Show (eff. 4-48 Call for Music; eff. 7-48 The New Mel Torme Show) Tues—8-8:30 PM; 11:30-12 M.	143	Mar 1947—	Biow Co. Inc.
illsbury Mills Inc., Minneapolis Pillsbury Pie Crust Mix	Bob Trout & the News Sun—4:30-4:35	56	Apr 1948—	Leo Burnett Co.
lanters Nuts & Chocolate Co., Wilkes-Barre, Pa. Planters Peanuts & Peanut Oil	Elmer Peterson Wed-Fri—5:45-6:00 PM PST	12	Oct 1944—	Raymond R. Morgan Co.
rocter & Gamble Co., Cincinnati Dreft	Joyce Jordan, M. D. (eff. 10-48—The Brighter Day) Mon-Fri 10:45-11:00 AM	153	April 1945—	Dancer-Fitzgerald & Sample, Inc.
rocter & Gamble Co., Cincinnati Duz	Road Of Life Mon-Fri 10:30-10:45 AM	153	Sept 1937—	Compton Advertising Inc.
rocter & Gamble Co., Cincinnati Spic & Span	Life Can Be Beautiful Mon-Fri 3:00-3:15 PM	149	June 1946—	Dancer-Fitzgerald & Sample, Inc.
rocter & Gamble Co., Cincinnati Oxydol	Ma Perkins Mon-Fri 3:15-3:30 PM	145	Dec 1933—	Dancer-Fitzgerald & Sample, Inc.
rocter & Gamble Co., Cincinnati Camay Soap	Pepper Young's Family Mon-Fri 3:30-3:45 PM	150	Jan 1936—	Pedler & Ryan, Inc.
rocter & Gamble Co., Cincinnati Ivory Soap	Right to Happiness Mon-Fri 3:45-4:00 PM	149	Oct 1939—Jan 1940 Dec 1941—	Compton Advertising Inc.
rocter & Gamble Co., Cincinnati Prell	Life Of Riley (off July & Aug) Sat 8:00-8:30 PM, 11:00-11:30 PM (eff. 8-48—Fri 10-10:30 PM)	138	Sept 1945—	Benton & Bowles
rocter & Gamble Co., Cincinnati Duz	Truth Or Consequences (off July & Aug) Saturday 8:30-9:00 PM 11:30-12 M	138	Aug 1940—	Compton Advertising Inc.

(Continued on page 400)



NBC:

21% more evening listeners—85% more morning listene

115% more viewers than the next station—TV

THE NATIONAL BROADCAST

:No. 1

listene than the next network–AM

S T G   C O M P A N Y

A Service of Radio Corporation of America

the story is simple:

when a single major event, like the election, provides the programming of all broadcasters, it's NBC's coverage that draws and holds the most listeners—and viewers.

the reason is simple:

NBC means thoroughness—thoroughness demonstrated last week in speed and accuracy of reporting . . . in numbers and authority of commentators . . . in ability to present the right political figures at the right times . . . in tenacity of service to the public through the continuous all-night and all-morning programming.

the conclusion is simple:

to advertisers, that thoroughness in special service means radio's and television's biggest audiences—just as the greatest programs week after week have always made NBC audiences the largest.

For top shows of the week or top story of the year, NBC is thoroughly—
AM or TV—America's No. 1 Network.

SOURCE:
Radio—Hooper 36-city survey 9-11 pm average November 2; 8-12 am average November 3.
Television—Hooper New York survey 9-11 pm average November 2.

ADVERTISERS USING NBC NETWORK DURING 1948

(Continued from page 397)

Sponsor & Product	Program—Day & Time EST	No. of Stations	Starting Date of Program	Agency
Procter & Gamble Co., Cincinnati Tide	The Red Skelton Show Fri 9:30-10 PM	144	Sept 1948—	Benton & Bowles
Prudential Insurance Co., Newark, N. J. Insurance	Jack Berch Show Mon-Fri 11:30-11:45 AM	134	Sept 1946—	Benton & Bowles
Pure Oil Co., Chicago Pure Oil Petroleum Products	Kaltenborn Edits the News Mon, Wed, Fri—7:45-8 PM Harkness of Washington Tues, Thurs—7:45-8 PM	30	May 1940—	Leo Burnett Co.
Radio Corp. of America, New York Institutional	The RCA Victor Show Sunday 2:00-2:30 PM (eff. 4-48—Sun. 2:30-3 PM; eff. 9-48—Sun. 5:30-6 PM)	163	Sept 1944—	J. Walter Thompson Co.
Rexall Drug Co., Los Angeles Rexall Drugs	The Jimmy Durante Show Wednesday 10:30-11:00 PM	160	Oct 1947—June 1948	N. W. Ayer & Son, Inc.
Rexall Drug Co., Los Angeles Rexall Drugs	Rexall Summer Theatre (eff. 10-48 The Phil Harris-Alice Faye Show) Sun—7:30-8 PM	163	May 1948—	N. W. Ayer & Son (eff. 7-48—BBD&O)
R. J. Reynolds Co., Winston Salem, N. C. Camel Cigarettes	Bob Hawk Show (eff. 10-48—Screen Guild) Thursday 10:00-10:30 PM	161	Oct 1947—	William Esty & Co. Inc.
R. J. Reynolds Co., Winston-Salem, N. C. Camel	The Jimmy Durante Show Fri—8:30-9 PM	160	Oct 1948	William Esty & Co.
R. J. Reynolds Co., Winston Salem, N. C. Prince Albert Tobacco	Grand Ole Opry Saturday 10:30-11:00 PM	158	Oct 1939—	William Esty & Co. Inc.
Richfield Oil Corp., Los Angeles Gasoline & Oil	Richfield Reporter Daily ex Sat 10:00-10:15 PM PST	14	April 1931—Sept 1948	Hixson, O'Donnell Adv. Inc.
Safeway Stores, Inc., Oakland, Calif. Kitchen Craft Flour	Aunt Mary	28	Feb 1945—Feb 1948	J. Walter Thompson Co.
Safeway Stores, Inc., Oakland, Calif. Dwight Edwards Coffee	Mon-Fri 3:30-3:45 PM PST Dr. Paul Mon-Fri 3:45-4:00 PM PST	28	Aug 1945—Feb 1948	J. Walter Thompson Co.
Sealtest, Inc., N. Y. Milk & Ice Cream	The New Sealtest Village Store (eff. 9-48—Variety Theatre starring Dorothy Lamour) Thursday 9:30-10:00 PM	93	July 1943	McKee & Allbright, Inc. (eff. 9-48—N. W. Ayer & Son)
W. A. Sheaffer Pen Co., Fort Madison, Iowa Pens, Pencils & Script	The Sheaffer Parade Sunday 3:00-3:30 PM	162	Sept 1942—Sept 1948	Russell M. Seeds, Inc.
Skelly Oil, Kansas City, Mo. Petroleum Products	Alex Dreier (Mon thru Fri) This Farming Business (Saturday) Mon-Sat 8:00-8:15 AM	24	July 1940—	Henri, Hurst & McDonald, Inc
Southern Cotton Oil Co., San Francisco Wesson Oil & Snowdrift	Noah Webster Says Thursday 9:30-10:00 PM PST	7	Oct 1944—	Fitzgerald Adv. Agency
Standard Brands, Inc., New York Tenderleaf Tea	One Man's Family Sunday 3:30-4:00 PM	150	Apr 1935—Jan 1945 July 1945—	J. Walter Thompson Co.
Standard Brands, Inc., New York Chase & Sanborn Coffee, Royal Pudding	The Charlie McCarthy Show Robert Shaw Chorale (June-Sept) Sunday 8:00-8:30 PM	149	May 1937—	J. Walter Thompson Co.
Standard Oil Co. of California, San Francisco Petroleum Products	Standard Hour Sunday 8:30-9:30 PM PST	19	Oct 1926—	BBD & O
Standard Oil Co. of California, San Francisco Petroleum Products	Standard School Broadcast Thursday—10:00-10:30 AM PST	23	Oct 18, 1928—	BBD & O
Sterling Drug Co., New York Dr. Lyon's Tooth Powder & Energine Cleaning Fluid	Backstage Wife Mon-Fri 4:00-4:15 PM	146	Mar 1936	Dancer, Fitzgerald & Sample, Inc
Sterling Drug Co., New York Phillips Milk of Magnesia & Tablets, Double Danderine	Stella Dallas Mon-Fri 4:15-4:30 PM	146	June 1938	Dancer, Fitzgerald & Sample, Inc
Sterling Drug Co., New York Phillips Creams & Milk of Magnesia	Lorenzo Jones Mon-Fri 4:30-4:45 PM	146	April 1937—	Dancer, Fitzgerald & Sample, Inc
Sterling Drug Co., New York Haley's M-O, Phillips Toothpaste & Creams	Young Widder Brown Mon-Fri 4:45-5:00 PM	145	Sept 1938—	Dancer, Fitzgerald & Sample, Inc
Sterling Drug Co., New York Phillips Milk of Magnnesia	Waltz Time Friday 9:30-10:00 PM	140	Sept 1933—July 1948	Dancer, Fitzgerald & Sample, Inc
Sterling Drug Co., New York Dr. Lyon's Tooth Powder	Manhattan Merry-Go-Round Sunday 9:00-9:30 PM	151	Nov 1932—	Dancer, Fitzgerald & Sample, Inc
Sterling Drug Co., New York Bayer Aspirin	American Album of Familiar Music Sunday 9:30-10:00 PM	141	Oct 1931—	Dancer, Fitzgerald & Sample, Inc
Sun Oil Co., Philadelphia, Pa. Gas & Oil	Sunoco Three Star Extra Mon-Fri 6:45-7:00 PM	33	Sept 1947—	Roche, Williams & Cleary, Inc.
Swift & Co., Chicago, Ill. Meat Products	The Adventures of Archie Andrews Sat 10:30-11:00 AM, 2:00-2:30 PM	163	Aug 1947—	J. Walter Thompson Co.
Swift & Co., Chicago, Ill. Meat Products	Meet the Meeks Sat 11:00-11:30 AM	161	Nov 1947—	J. Walter Thompson Co.
Tillamook County Creamery Assoc., Tillamook, Ore. Cheese	Bennie Walker's Tillamook Kitchen Saturday 9:45-10:00 AM PST	7	May 1936—	Botsford, Constantine & Gardne
The Toni Co., St. Paul, Minn. Home Permanent Wave	This Is Nora Drake Mon-Fri 11:00-11:15 AM	161	Oct 1947—	Foote, Cone & Belding Inc.
Washington Cooperative Farmers Assoc., Seattle Poultry Products	The Jack Gregson Show Saturday 9:00-9:30 AM PST	20	Oct 1947—July 1948	Pacific National Adv. Agency
Western Auto Supply Co., Kansas City, Mo. Automobile Accessories & Household Appliances	Circle Arrow Show Sunday 10:30-11:00 AM	57	Oct 1945—	Bruce B. Brewer & Co.
Whitehall Pharmacal Co., New York Anacin	Just Plain Bill Mon-Fri 5:30-5:45 PM	58	Sept 1936—	Dancer, Fitzgerald & Sample, Inc
Whitehall Pharmacal Co., New York Kolynos, Hills Cold Tablets, Aerowax	Front Page Farrell Mon-Fri 5:45-6:00 PM	57	Sept 1942—	Dancer, Fitzgerald & Sample, Inc
White King Soap Co., Los Angeles Soap Products	Elmer Peterson Sat—5:45-6 PM PST	12	Mar 1948—	Raymond R. Morgan Co.
Wildroot Co. Inc., Buffalo, N. Y. Hair Tonic & Cream Oil	King Cole Trio Time Saturday 5:45-6:00 PM	159	Oct 1946—Apr 1948	BBD&O Inc.

RADIO, TELEVISION PROGRAM PRODUCTION & TRANSCRIPTION SERVICES

Including Recording, TV, Film, Talent and Script Writing Firms

A

A-B-T PRODUCTIONS INC.
460 W. 54th St., New York; Tel.: Columbus 5-7200; I. H. Simmons, manager.
Services: TV films.

ACME TELETRONIX (NEA)
1200 W. 3rd St., Cleveland, O.; Tel.: Main 7300; Meade Munroe, manager.
Services: TV film news subjects.

JOHN ADASKIN PRODUCTIONS
67 Yonge St., Toronto 1; Tel.: Elgin 9296; John Adaskin, owner.
Services: Production, package programs.

PAUL F. ADLER ASSOC.
535 Fifth Ave., New York 17; Tel.: Murray Hill 7-1668; Paul Adler, owner.
Services: Transcribed programs, TV shows.

ADVANCE TEL. PICTURE SERVICE INC.
729 Seventh Ave., New York; Tel.: Columbus 5-5400; Charles A. Alicoate, manager.
Services: TV films.

ADVENTURE FILMS, INC.
165 W. 46th St., New York 19; Tel.: Plaza 7-2320; William Alexander, president.
Services: TV film shows.

ADVERTISERS RECORDING SERVICE INC.
113 W. 57th St., New York 19; Tel.: Circle 6-0141-2; James A. Miller, president.
Services: Recording Service

ADVERTISERS TELEVISION SERVICE
35 W. 53rd St., New York; Tel.: Circle 5-4915; John Sheppard, Jr., manager.
Services: TV films.

ADVERTISING HOUSE INC.
670 Lexington Ave., New York; Tel.: Murray Hill 8-0220; J. M. Gielis, manager.
Services: TV films.

A. F. FILMS INC.
1600 Broadway, New York; Tel.: Circle 7-2850; Miss R. Kossoff, manager.
Services: TV educational film subjects.

AFFILIATED ARTS LTD.
1175 Bay St., Toronto; Tel.: Midway 2956; S. McKeown, manager.
Services: Talent.

AFFILIATED PROGRAM SERVICE INC.
535 Fifth Ave., New York 17; Tel.: Murray Hill 7-1668; Paul F. Adler, president.
Services: Transcriptions, production, package programs, script library.

NICHOLAS T. AGNETA
RKO Bldg., New York 19; Tel.: Columbus 5-0232; Nicholas T. Agneta, manager.
Services: Recording, production, scripts, talent, TV.

AIR FEATURES INC.
247 Park Ave., New York 17; Tel.: Wickersham 2-2700; J. E. Sauter, president.
Services: Production.

AIRSHOWS INC.
612 N. Michigan Ave., Chicago 11; Tel.: Superior 7-0506; James E. Anderson, vice president.
Services: Transcriptions, TV film.

EDDIE ALBERT PRODUCTIONS
1133 N. Highland Ave., Hollywood 38; Tel.: Gladstone 4116; Eddie Albert, manager.
Services: TV film programs.

ALKAR PRODUCTIONS
545 Fifth Ave., New York; Tel.: Murray Hill 7-6865; B. E. Karlen, manager.
Services: TV films.

ALL-CANADA RADIO FACILITIES LTD.
Victory Bldg., Toronto 1; Tel.: Elgin 2464; S. W. Caldwell, manager.
Services: Transcriptions, production, package programs.
Montreal—Dominion Square Bldg.
Tel.: Lancaster 6400; Burt Hall, manager.
Winnipeg—Childs Bldg.
Tel.: 96-861; P. H. Gayner, manager.
Calgary—Taylor-Pearson-Carson Bldg.
Tel.: M-7691; H. R. Carson, manager.
Vancouver—198 W. Hastings St.
Tel.: Marine 9542; J. E. Baldwin, manager.

ALL-SCOPE PICTURES INC.
Taft Bldg., Hollywood 28; Gordon S. Mitchell, president.
Services: Educational and advertising films.

ALLEN & ALLEN PRODUCTIONS
3947 W. 59th Pl., Los Angeles 43; George E. Allen, general manager.
Services: Wild life film series: one and three reel sound features for TV.

DOUG ALLEN PRODUCTIONS INC.
112 W. 89th St., New York; Tel.: Schuyler 4-6480; Doug Allen, manager.
Services: TV travel film subjects.

ALLIED RECORD MFG. CO. INC.
1041 N. Las Palmas, Hollywood 38; Tel.: Hollywood 5107; D. K. Broadhead, manager.
Services: Transcriptions, processing, phonograph records.

ALTON ALEXANDER RADIO PRODUCTION
825 W. 187th, New York 33; Tel.: Lorraine 8-3100; Lottie Ritter.
Services: Production, scripts.

AMERICAN DRAMA GUILD OF TELEVISION
9885 Charleville Blvd., Beverly Hills; Tel.: Crestview 4-5223; Philip Nasser, general partner.
Services: Production & packaging of TV live and film programs.
New York—150 E. 54th St.; Tel.: Plaza 3-0871; Earl Blackwell, manager.

AMERICAN FILM CO.
1329 Vine St., Philadelphia 7; Tel.: Walnut 2-1800; Ben Harris, manager.
Services: TV film.

AMERICAN FILM PRODUCERS
1600 Broadway, New York; Tel.: Plaza 7-5915; Robert Gross, manager.
Services: TV films.

AMERICAN FILM SERVICES INC.
1010 Vermont, N. W. Washington, D. C.; Tel.: Executive 4528; H. V. Hoagland, manager.
Services: TV shorts for rental.

AMERICAN FILM & TELEVAD CO.
759 W. 7th St., St. Paul; Tel.: Dale 4620; Bart O. Foss, manager.
Services: TV films.

AMERICAN FOUNDATION FOR THE BLIND
15 W. 16th St., New York 11; Tel.: Watkins 4-0420; R. B. Irwin, executive director.
Services: Talking book records for the blind.

AMERICAN INSTITUTE OF FOOD PRODUCTS INC.
509 Madison Ave., New York 22; Tel.: Murray Hill 8-4900; Robert A. Bories, general manager.
Services: Production, scripts, talent for food merchandising.

AMERICAN INSTITUTE OF THE AIR
5 W. Lake St., Minneapolis 8; Tel.: Pleasant 5290; R. C. Brown, director.
Services: Recording service.

AMERICAN JEWISH BCSTG. CO. INC.
86 Chambers St., New York 7; Tel.: Worth 2-3322; Herman Younglieb, manager.
Services: Jewish programs.

AMERICAN ROYAL PRODUCTIONS ,
7928 Michigan Ave., Oakland 5; Tel.: Lockhaven 8-8698; Scott Weakley, manager.
Services: Recording, production.

AMERICAN SOCIETY OF COMPOSERS, AUTHORS AND PUBLISHERS (ASCAP)
30 Rockefeller Plaza, New York 20; Tel.: Plaza 7-2700.
Services: Music licensed for radio.

FRED AMSTER TELEVISION CARTOONS
719 11th St., NW, Washington 1; Tel.: Union 7696.
Services: TV animated 16 mm film subjects.

AMTEL CO. (American Merchants Telev. Co.)
635 S. Kenmore Ave., Los Angeles 5; Tel.: Drexel 3265; Wallace Worsley, president.
Services: TV film commercials.

AMUSEMENT ENTERPRISES INC.
415 N. Bedford, Beverly Hills; Tel.: Crestview 5-2517; Bernard Luber, manager.
Services: TV films.

STEPHEN ANDERSON PRODUCTIONS
163 E. 71st St., New York 21; Tel.: Trafalgar 9-8398; A. Stephen Anderson, executive producer.
Services: TV live and film packages.

ANIMATED VIDEO FILMS
931 N. La Cienega Blvd., Los Angeles; Tel.: Adams 5159; A. Gamer, production head.
Services: Animated and slide cartoon commercials for TV.

APEX FILM CORP.
Apex Bldg., Los Angeles 46; Tel.: Crestview 6-7006; Jack Chertok, president.
Services: TV film commercials.
New York—352 E. 85th St.; Tel.: Butterfield 8-6073; W H. Buch, Eastern representative.

APEX RECORDING STUDIOS INC.
119 W. 57th St., New York 19; Tel.: Plaza 7-7067; Robert E. Scheuing, president.
Services: Recording, commercial record pressing, production, transcriptions.

ARGOSY TELEVISION CORP.
9336 W. Washington Blvd., Culver City, Calif.; Tel.: Texas 0-2931; Merian C. Cooper, business manager.
Services: TV live & film programs.

ARISTA PRODUCTIONS
92 Gold St., New York; Tel.: Dickens 9-1006; J. R. Perrin, manager.
Services: TV films.

ARIZONA RECORDING PRODUCTIONS
834 N. Seventh Ave., Phoenix; Tel.: 2-2016; Raymond Boley, owner & manager.
Services: Recording, production, scripts, talent.

ARMOR PRODUCTIONS INC.
Hal Roach Studios, Culver City, Calif.; Tel.: Texas 0-2761; Kenneth Herts, president.
Services: Live TV shows.

LAURA ARNOLD
545 Fifth Ave., New York 17; Tel.: Murray Hill 2-2795.
Services: Talent.

ARTS RECORDING STUDIOS
29 W. 57th St., New York 19; Tel.: Plaza 8-0407; M. Cieferskor, manager.
Services: Recording, production, package programs.

THE ASSOCIATED BROADCASTERS INC. (KSFO)
Mark Hopkins Hotel, San Francisco 6; Tel.: Exbrook 2-4567; Phillip G. Lasky, manager.
Services: Recording, production.

ASSOCIATED BROADCASTING CO. LTD.
Dominion Square Bldg., Montreal 2; Tel.: Belair 3325; M. Maxwell, manager.
Services: Scripts, production.
Toronto—1139 Bay St.; Tel.: Midway 9825; M. R. Raymond, manager.

ASSOCIATED PROGRAM SERVICE
(Division of Muzak Corp.)
151 W. 46th St., New York 19; Tel.: Plaza 7-7710; Richard S. Testut, vice president & general manager.
Services: Transcription library for radio and TV; transcribed library for colleges and universities.

ASSOCIATED TELEVISION ARTISTS
6000 Sunset Blvd., Hollywood 28; Tel.: Hillside 6398; Ed Dunn, Bob Schow, principals.
Services: TV commercials on 16 mm film; animated film.

ASTOR PICTURES CORP.
130 W. 46th St., New York; Tel.: Bryant 9-2467; R. M. Savini, manager.
Services: TV films.

ATLAS FILM CORP.
1111 S. Blvd., Oak Park, Ill.; Tel.: Euclid 3100; K. W. Lineberry, manager.
Services: TV films.

ATLAS TELEVISION CORP.
1619 Broadway, New York; Tel.: Circle 7-2900; Dr. Henry Brown, manager.
Services: TV films.

ATTWOOD PRODUCTIONS INC.
8746 Sunset Blvd., Hollywood 46; Tel.: Crestview 5-5811; Bernard M. Glasser, president.
Services: 16 mm film production for TV; package programs.

AUDIO PRODUCTIONS, INC.
630 Ninth Ave., New York; Tel.: Columbus 5-6771; F. K. Speidell, manager.
Services: TV films.

B

CLAUDE BARRERE
70 E. 45th St., New York 17; Tel.: Murray Hill 6-0238; Claude Barrere, owner.
Services: Live & transcribed package programs.

TOMMY BARTLETT INC.
155 N. Clark St., Chicago 2; Tel.: Andover 3-7233; Tommy Bartlett, manager.
Services: Talent, production.

BASCH RADIO & TELEVISION PRODUCTIONS
17 E. 45th St., New York 17; Tel.: Murray Hill 2-8877; Charles J. Basch Jr., partner.
Services: Production, transcriptions, TV shows, package programs.
Chicago—1129 Loyola Ave.; Tel.: Sheldrake 3-2680; Ed Meltzer, manager.
Cleveland 14—Citizens Bldg.; Tel.: Superior 3850; Louis M. Bloch Jr. manager.
Boston—216 Tremont St.; Tel.: Liberty 9161; Michael Pesanelli, manager.

EDDY BAUDRY REG'D
1318 E. Sherbrooke St., Montreal; Tel.: Falkirk 2465; Yvette Baudry, manager.
Services: Recording, scripts, package programs.

ZACH BAYM
114 Grafton St., Brooklyn; Tel.: Dickens 2-0243; Zach Baym, manager.
Services: TV films.

V. S. BECKER
562 Fifth Ave., New York 19; Tel.: Luxemburg 2-1040; Viola Becker, owner.
Services: Radio & TV production; Continental, Latin & Hill Billy music.

CHET BEHRMAN
Box 1183, Cincinnati 1; Chet Behrman, manager.
Services: Scripts, package programs.

BELL INTERNATIONAL PICTURES INC.
5717 Sunset Blvd., Hollywood 28; Tel.: Hudson 2-2345; Jack Gilson, exec. producer.
Services: TV live & film production.

BELL PICTURES CORP.
630 Ninth Ave., New York 19; Tel.: Circle 6-1383; Bert Kulick, manager.
Services: TV film subjects.

BELTONE RECORDING CORP.
2 W. 46th St., New York 19; Tel.: Luxemburg 2-2920; Leslie C. Cahan, president.
Services: Recording service.

BENGAL PICTURES
920 N. Robinson, Los Angeles; Tel.: Normandy 1-6927; P. E. Cantonwine, manager.
Services: TV films.

GEORGE R. BENTEL & ASSOC.
6606 Sunset Blvd., Hollywood 28; Tel.: Granite 8608; George R. Bentel, president.
Services: Production, scripts, TV film subjects, package programs.

HARRY BESTRY
1776 Broadway, New York 19; Tel.: Circle 6-7094.
Services: Talent.

BEVERLY RADIO SALES & SERVICE
1803-05 W. 95th St., Chicago; Tel.: Cedarcrest 3-4677; Roy Young, manager.
Services: Recording service.

WALTER BIDDICK CO.
1151 S. Broadway, Los Angeles 15; Tel.: Richmond 6184; Guy Biddick, manager.
Services: Transcribed programs, sacred music library, spots.

BILLBOARD ATTRACTIONS INC.
203 N. Wabash Ave., Chicago 1; Tel.: Central 6-3383; Milo Stelt, president.
Services: TV live shows, talent.

GENE BLAKELY
1209 N. Formosa, Los Angeles; Tel.: Gladstone 5715; Gene Blakely, manager.
Services: TV films.

BLOCH-JOSEPH & ASSOCIATES
Citizens Bldg., Cleveland 14; Tel.: Superior 3850; Louis M. Bloch Jr., manager.
Services: Transcriptions, talent, production.

FRITZ BLOCKI PRODUCTIONS
7118½ Hollywood Blvd., Hollywood 46; Tel.: Hudson 2-8971; Fritz Blocki, manager.
Services: Package programs, TV live & film shows.

(Continued)

XUM

RADIO, TV PROGRAM PRODUCTION, TRANSCRIPTION AND RELATED SERVICES

(Continued)

JOSEPH BLOOM

19 W. 44th St., New York 18; Tel.: Murray Hill 7-5343; Joseph Bloom, president.

Services: Production, programs, scripts.

FORD BOND RADIO PRODUCTIONS INC.

RCA Bldg., New York 20; Tel.: Circle 7-2236-7; Ford Bond, president.

Services: Transcriptions.

BONDED TELEVISION CORP.

8749 Sunset Blvd., Hollywood; Tel.: Crestview 5-4194; Anson Bond, manager.

Services: TV films.

BOYD ENTERPRISERS

5922 Tremont St., Dallas 14; Tel.: Union 6-2026; Harvey R. Boyd, owner.

Services: Recording, transcriptions, package programs, talent.

RICHARD BRADLEY ASSOCIATES

540 N. Michigan Ave., Chicago 11; Tel.: Whitehall 4-5543; Richard Bradley, president.

Services: Recording, production, package programs, TV live & film features.

Los Angeles—519 W. Washington Blvd.; Tel.: Richmond 3003; Mort Linson, general manager.

BRANDON FILMS INC.

1600 Broadway, New York 19; Tel.: Circle 6-4868; Thomas J. Brandon, president.

Services: TV film production.

BRAY STUDIOS INC.

729 Seventh Ave., New York 19; Tel.: Circle 5-4582; Paul Bray, vice president.

Services: TV film library.

BRINKLEY RECORDING CO.

232 E. Erie St., Chicago 11; Tel.: Delaware 4786; Jack Brinkley, manager.

Services: Recording, transcriptions, production, package programs, TV film.

BRISCOE & GOLDSMITH INC.

522 Fifth Ave., New York; Tel.: Murray Hill 2-6244.

Services: Talent.

BROADCAST MUSIC INC. (BMI)

580 Fifth Ave., New York 19; Tel.: Pennsylvania 6-5466; Carl Haverlin, manager.

Services: Owners and distributors of music catalogues licensed for radio, script service.

BROADCAST PRODUCTIONS, INC.

1313 Lafayette Bldg., Detroit; Tel.: Woodward 5-0909; T. S. David, manager.

Services: TV films, newsreel. to order.

BROADCAST PRODUCTIONS

25 E. Jackson Blvd., Chicago 4; Tel.: Wabash 6-0711; John Stamford, director.

Services: Recording, production, scripts, talent.

BROADCASTERS' GUILD INC.

6331 Hollywood Blvd., Hollywood 28; Tel.: Hillside 6465; James Parks, vice president.

Services: Transcribed programs.

Kansas City—Scarritt Bldg.; Tel. Victor 5243; Donald D. Davis, president.

Chicago 1—333 N. Michigan Ave.; Tel.: Central 6-7980; Carol Bowers, manager.

BROADCASTING PROGRAM SERVICE

425 Fifth Ave., New York 16; Tel.: Murray Hill 4-6474; Herbert Rosen, general manager.

Services: Production, transcriptions, foreign language programs, TV shows.

PAUL BRON SALINER RADIO ADVERTISING

307 North Michigan Ave., Chicago 1; Tel.: Financial 6-0650; Paul Bron Saliner, manager.

Services: Production, package programs, talent, foreign language program consultant.

CHAMBERLAIN BROWN

145 W. 45th St., New York 19; Tel.: Luxemburg 2-2207; Chamberlain Brown, manager.

Services: Production, talent, scripts.

BYRON INC.

1226 Wisconsin Ave., N. W. Washington, D. C.; Tel.: Dupont 1800; T. Byron, manager.

Services: TV films.

These Outstanding Shows Produced by
MORTON RADIO PRODUCTIONS
Are Now Available

THE HOMETOWNERS...
156 fifteen minute episodes
NBC Stars — Americana Music

JOE EMERSON'S HYMNTIME...
Star of "Hymns of all churches"
156 fifteen minute episodes.
America's top hymn show.

SO THE STORY GOES...
260 fifteen minute episodes
The greatest story telling series
in the history of radio.

LOUISE MASSEY and the WESTERNERS . . .
Starring CURT MASSEY
Network Stars
156 fifteen minute episodes.
Radio's finest western musical.

THIS IS THE STORY...
260 fifteen minute episodes . . .
America's newest story telling
series, featuring network star,
Ed Prentiss.

MORTON RADIO PRODUCTIONS, INC.
360 N. MICHIGAN AVE., CHICAGO 1, ILL.

THE AL BUFFINGTON CO.

6711 Sunset Blvd., Hollywood 28; Tel.: Granite 8583; Albert B. Buffington, president.

Servcies: Recording, production, package TV shows, Tel-Ads film subsidiary.

Baltimore 18—2104 N. Charles St.; Tel.: Belmont 1960; Maurice F. S. Penn, general manager.

BYRON PRODUCTIONS CO.

730 Fifth Ave., New York 19; Tel.: Circle 6-2677; Edward A. Byron, president.

Services: Package programs, production.

C

C. & G. FILM EFFECTS CO.

723 Seventh Ave., New York; Tel.: Plaza 7-4558; H. A. Casolaro, manager.

Services: TV films.

CALIF. COM'L & INDUSTRIAL FILM CO.

9629 Brighton Way, Beverly Hills; Tel.: Crestview 6-3196; Stanley Bergerman, manager.

Services: TV film programs.

CAMPUS FILM PRODUCTIONS

161 Remsen St., Brooklyn; Tel.: Triangle 5-6296; N. Campus, manager.

Services: TV films.

CAPITAL FILM EXCHANGE

1314 Vine St., Philadelphia; Tel.: Spruce 4-2698; E. J. Gabriel, manager.

Services: Rentals, storage, booking.

CAPITOL RECORDS INC.

(Transcription Div.)

(See Capitol Transcriptions listing)

CAPITOL TRANSCRIPTIONS

(Division of Capitol Records Inc.)

Sunset & Vine, Hollywood 28; Tel.: Hollywood 8171; Walter B. Davison, manager.

Services: Transcription library.

New York—250 W. 57th St.; Tel.: Circle 5-5725; W. E. Young, Eastern representative.

THE CARDINAL CO.

6000 Sunset Blvd., Hollywood 28; Tel.: Hempstead 1177; Joseph F. MacCaughtry, president.

Services: Production, package programs, TV live & film shows.

Chicago 1—333 N. Michigan Ave., Tel.: State 2-6540.

CARMEL-HOLLYWOOD FILMS

6060 Sunset Blvd., Hollywood 28; Tel.: Hillside 2181; Mickey Kaplan, manager.

Services: TV film programs.

CARSON-STEMPEL ENTERPRISES

717 N. La Cienega Blvd., Los Angeles 46; Tel.: Crestview 1-7141; Frank Stempel, partner.

Services: Scripts, talent, package programs, TV live & film shows.

GARRY J. CARTER INC.

23 W. 47th St., New York 19; Tel.: Plaza 7-0695; Charles Michelson, director.

Services: Transcriptions, production.

Toronto 1—394 Bay St.; Tel.: Waverley 4635; Garry J. Carter, president.

CASCADE PICTURES OF CALIF.

8822 W. Washington Blvd., Culver City, Calif.; Tel.: Texas 0-2761; Bernard Carr, president.

Services: TV live & film programs.

CASINO FILM EXCHANGE INC.

210 E. 86th St., New York; Tel.: Regent 4-2057; J. Scheinman, manager.

Services: German films for rental.

CASTON PRODUCTIONS

8611 Sunset Blvd., Los Angeles 46; Tel.: Crestview 5-0113; A. W. Townsend, manager.

Services: TV film programs.

CENTURY ARTISTS LTD.

6331 Hollywood Blvd., Hollywood 28; Tel.: Hudson 2-1288; Richard J. Dorso, president.

Services: TV film programs, artists, writers, directors.

CENTURY TELEVISION PRODUCTIONS INC.

846 N. Caheunga Blvd., Hollywood 38; Tel.: Hollywood 5981; Allen H. Miner, producer.

Services: TV live & film production.

HU CHAIN ASSOCIATES

60 E. 42nd St., New York 17; Tel.: Murray Hill 2-7125; Hubert V. Chain, president.

Services: Transcriptions, production, TV live & film shows, scripts.

THE BRUCE CHAPMAN CO.

145 W. 41st St., New York 18; Tel.: Wisconsin 7-9244; Bruce Chapman, manager.

Services: Package programs.

Boston 15—21 Brookline Ave.; Tel.: Commonwealth 6-0800; Charles Forrester, manager.

Rochester, N. Y. 10—Radio City; Tel.: Culver 7240; John Hooley, manager.

Hollywood 27—1839 N. Normandie Ave.; Tel.: Normandy 2-0887; Jesse Butcher, manager.

CHARLES PRODUCTIONS

Powers Bldg., Rochester, N. Y.; Tel.: Main 6342; Charles B. Shoolman, manager.

Services: Production, scripts, package programs, talent.

MARY D. CHASE PRODUCTIONS

25 W. 45th St., New York 18; Tel.: Bryant 9-4655; Mary Chase, manager.

Services: Production, scripts, talent.

CHICAGO FILM LABORATORY INC.

18 W. Walton Pl., Chicago; Tel.: Whitehall 4-6971; A. G. Dunlap, manager.

Services: TV films.

CHICAGO RECORDING STUDIOS INC.

64 E. Jackson Blvd., Chicago.; Tel.: Webster 9-7288; R. W. Kittinger, manager.

Services: Recording, phonograph records.

CHICAGO TRIBUNE - NEW YORK NEWS SYNDICATE INC.

220 E. 42nd St., New York 17; Tel.: Murray Hill 2-1234; Mollie Slott, manager.

Services: Newspaper features adaptable to broadcasting.

CHILDREN'S WORLD FOUNDATION

8853 Sunset Blvd., Hollywood 46; Tel.: Crestview 5-1543; Thomas W. Hagan, pres.

Services: Children's package shows, production.

CHOREOGRAPHERS' WORKSHOP INC.

471 Park Ave., New York; Tel.: Plaza 9-6239; Trudy Groth, manager.

Services: TV shorts for rental.

ARTHUR B. CHURCH PRODUCTIONS

Pickwick Hotel, Kansas City 6; Tel.: Harrison 2650; George E. Halley, manager.

Services: Transcription library, **The Texas Rangers,** talent.

CHURCHILL-WEXLER PRODUCTIONS

137 N. La Brea Blvd., Hollywood 28; Tel.: Wyoming 7738; R. B. Churchill, manager.

Services: TV film programs, commercial spots.

CINE-CRAFT PRODUCTIONS INC.

8822 Washington Blvd., Culver City, Calif.; Tel.: Vermont 8-2185; Orville Fouse, general manager.

Services: TV film shows.

CINEFFECTS INC.

1600 Broadway, New York; Tel.: Circle 6-0951; Nathan Sobel, manager.

Services: TV films.

CINEMA AUTHORS & ARTISTS AGENCY

9130 Sunset Blvd., Los Angeles; Tel.: Crestview 6-6241; Marvin L. Saltzman, manager.

Services: TV films, talent.

CINEMA STUDIOS INC.

106 West End Ave., New York 23; Tel.: Trafalgar 3-1411; Joseph Seiden, president.

Services: TV film production.

CINEMART INC.

565 Fifth Ave., New York 17; Tel.: Murray Hill 8-3837; Varian Fry, vice president.

Services: Recording, motion pictures for TV; 16 mm sound tracks.

CINE-PRO CORPORATION

106 W. End Ave., New York; Tel.: Trafalgar 3-1411; Joseph Selden, manager

Services: TV films, equipment.

CINE-TELE

1161 N. Highland Ave., Hollywood 38; Tel.: Hillside 7475; Harry J. Lehman, owner.

Services: TV film, package programs.

CIVIC CONCERT SERVICES INC.

(Subsidiary of Natl. Concert & Artists Corp.)

711 Fifth Ave., New York 22; Tel.: Plaza 9-6000; O. O. Bottorff, president.

Services: Promotion of the civic music associations.

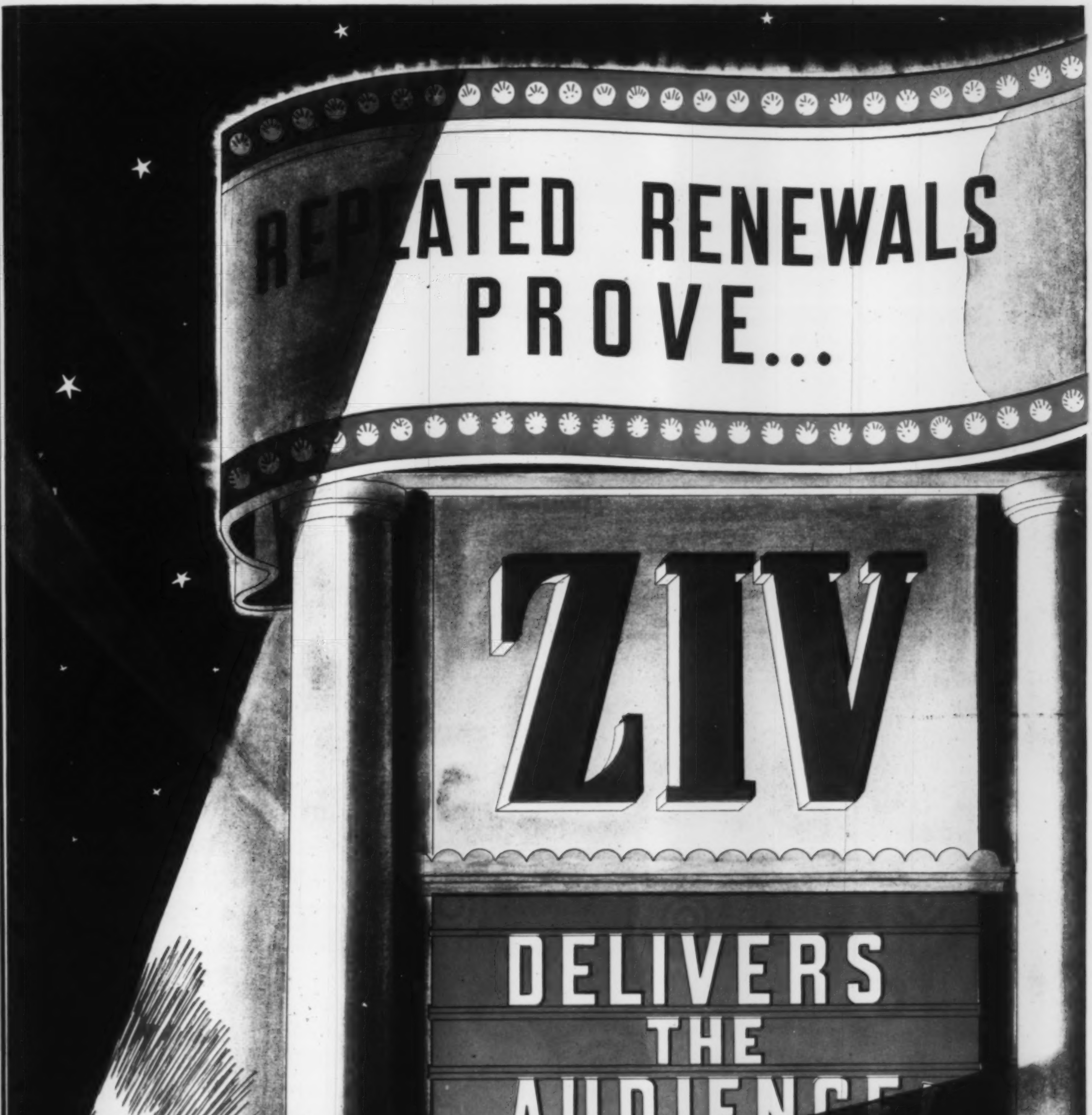
LESLIE CLUCAS

333 N. Michigan Ave., Chicago 1; Tel.: Franklin 7100; Leslie Clucas, owner.

Services: Package programs, talent.

Hollywood 28—6331 Hollywood Blvd.; Tel.: Hollywood 5111.

(Continued on page 406)


REPEATED RENEWALS
PROVE...
ZIV
DELIVERS
THE
AUDIENCE!
Z

THIS powerful array of smash-hit, public preferred, sponsor-approved Ziv shows is terrific "box office"—delivers the audience! Sensational sales builders for result-minded sponsors, they're tops in production, tops in showmanship, tops in Hooper ratings, tops in pulling power for sponsors and stations!

Wayne King Show

A glorious half-hour musical—featuring the incomparable music of the "waltz king", his "golden saxophone" and his 17-piece orchestra. Vocals by Nancy Evans and Larry Douglas. Narrated by Franklyn MacCormack.

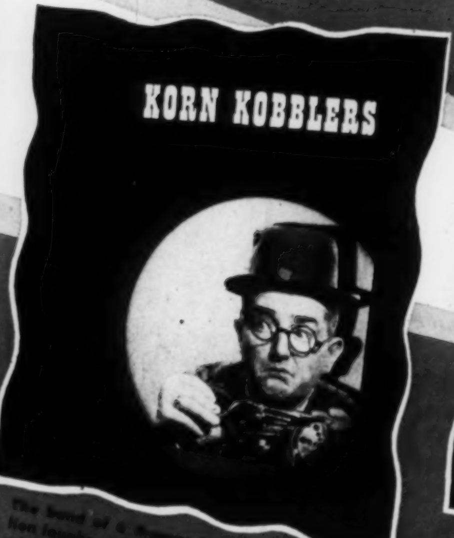
BARRY WOOD SHOW

A [illegible] quarter hour—with your singing host, Barry Wood, the lovely voice of Margaret Whiting, the Melody Maids, and the brilliant arrangements of Hank Sylvern and his magnificent orchestra.

Sincerely-Kenny Baker

A sparkling quarter-hour musical, starring Kenny Baker — America's favorite romantic tenor — with Jimmy Wallington, Donna Dae, and the music of Buddy Cole and his men.

Starring Pappy Cheshire, famous western story-teller, and a big-star cast of vocalists and instrumentalists, in songs of the open range. Each program highlighted by a story-romance.



The band of a thousand gadgets and a million laughs. Radio's funniest musical; Fifteen minutes of hilarious entertainment! Presenting a wide variety of music ranging from the [illegible] to comedy and novelty tunes.

Calling all Girls

A powerful, sales-building, merchandising promotion—of particular interest to department stores. Starring Nancy Pepper and Nancy Pepper, Jr., in a [illegible] program of [illegible] to teen agers.

Favorite Story

Radio's most brilliant dramatic half hour, with Mr. Ronald Colman as host and narrator. Outstanding cast includes Bonita Hume, Edna Best, Lionel Stander, Vincent Price, Lurene Tuttle. Symphonic orchestra, Claude Sweeten, musical director.

IT'S SHOWTIME FROM HOLLYWOOD

An excitingly different, thrillingly glamorous quarter-hour, musical-variety show! Starring Freddy Martin and a great galaxy of stars with an intriguing array of varied and sparkling musical fare.

GUY LOMBARDO SHOW

America's No. 1 band presents "The Sweetest Music This Side of Heaven" on a star-studded half hour of musical showmanship at its sensational best! Features: The Lombardo Trio; Vocalists: Don Rodney, Kenny Gardner; The Twin Pianos; Lombardo Medley; Picture Story. Narrated by David Ross.

PLEASURE PARADE

cent Lopez, Milton Cross, Jimmy Walling the Modernaires, Paula Kelly, Dick Brown, Carnell, the Pleasure Parade orchestra guests in a lavish quarter-hour musical. mes that build big audiences!

BOSTON BLACKIE

One of radio's top half-hour mystery shows. Each episode a complete story! Top ratings everywhere . . . Louisville, 21.7 . . . Youngstown, 21.3 . . . Cincinnati, 16.9 . . . Minneapolis, 16.5. Radio's best point-per-dollar buy!

PHILO VANCE

S. S. Van Dine's famous detective character in a high-rated half-hour mystery drama. Jackson Beck and great all-star cast presents sleuthing at its scientific best!

These ZIV shows are hits with their audiences—hits with their sponsors, as evidenced by repeated renewals! Many other ZIV programs are available—for every type of sponsor—to meet every selling and promotional requirement: EASY ACES, SONGS OF GOOD CHEER, MANHUNT, LIGHTNING JIM, PARENTS' MAGAZINE ON [illegible], DEAREST MOTHER, CAREER OF [illegible] BLAIR, FORBIDDEN DIARY, SPARKY AND DUD, BEYOND REASONABLE DOUBT.

Transcribed [illegible] and regional sponsorship! Write [illegible] or phone for availabilities and your [illegible] city (fraction - of - the - cost - of - production) prices!

FREDERIC W. ZIV COMPANY
Radio Productions
1529 MADISON ROAD · CINCINNATI 6, OHIO
NEW YORK
HOLLYWOOD

RADIO, TV PROGRAM PRODUCTION, TRANSCRIPTION AND RELATED SERVICES

(Continued from page 402)

GEO. W. COLBURN LAB. INC.
164 N. Wacker Dr., Chicago; Tel.: State 2-7316; John E. Colburn, manager.
Services: TV films, equipment.

M. M. COLE TRANSCRIPTION LIBRARY
823 S. Wabash Ave., Chicago 5; Tel.: Harrison 7-7461; Sanford Skinner, manager.
Services: Transcription library.

TED COLLINS CORP.
1819 Broadway, New York 23; Tel.: Circle 7-0094; Ted Collins, manager.
Services: Talent, production.

COLONIAL FILMS
1908 Eye St., N. W. Washington, D. C.; Tel.: National 0436; H. L. Lassiter, manager.
Services: TV films, newsreels.

COLUMBIA ARTISTS MANAGEMENT INC.
113 W. 57th St., New York 19; Tel.: Circle 7-6900; Walter Preston, director of radio.
Chicago—Wrigley Bldg.; Tel.: Superior 2542; Arthur Wisner, manager.
Hollywood—6636 Hollywood Blvd.; Tel.: Hempstead 5316; Hugh Hooks, manager.
Los Angeles—Auditorium Bldg.; David Ferguson, Mgr.
San Francisco—San Francisco Opera Assn.; Tel.: Underhill 4008; Paul Posz, manager.
Services: Talent.

RUSSELL C. COMER CO.
15 West 10th St., Kansas City 6; Tel.: Harrison 3964.
Services: Recording, production, transcriptions, package programs, talent.

COMMODORE PRODUCTIONS & ARTISTS INC.
1350 N. Highland Ave., Hollywood 28; Tel.: Hollywood 8229; Walter White Jr., president.
Services: Production, package programs, scripts, talent, live TV shows.

COMMONWEALTH FILM & TELEVISION INC.
729 Seventh Ave., New York; Tel.: Circle 5-6456; Jerome Hyams, manager.
Services: TV films, rentals.

THE COMPO CO. LTD.
485 18th Ave., Lachine, Que.; Tel.: Walnut 5653; H. S. Berliner, president.
Services: Processing and pressing of electrical transcriptions & phonograph records.

CONSOLIDATED RADIO ARTISTS INC.
30 Rockefeller Plaza, New York 20; Tel.: Columbus 5-3580; Charles E. Green, president.
Services: Talent.

HALLAM COOLEY AGENCY
9111 Sunset Blvd., Hollywood 46; Tel.: Crestview 5-6161.
Services: Talent.

FRANK COOPER ASSOCIATES
521 Fifth Ave., New York 17; Tel.: Vanderbilt 6-5661.
Services: Talent.

JACK L. COOPER RADIO ADV. SERVICE
1335 W. 111th Pl., Chicago 43; Tel.: Beverly 8-2056; Jack L. Cooper, managing director.
Services: Recorded and transcribed programs, talent, TV shows.

COOPERATIVE BROADCASTING ASSN.
1120 Conn. Ave., Washington 6, D. C.; Carl R. Taylor, commercial manager.
Services: Program production, recording.

CO-OPERATIVE BROADCASTING SERVICE
Board of Trade Bldg., Chicago 4; Tel.: Wabash 2-6243; Thomas Albert Gannon, manager.
Services: Transcribed programs.

CORCORAN PRODUCTIONS INC.
654 Madison Ave., New York; Tel.: Templeton 8-6900; L. M. Corcoran, president.
Services: TV live & film production.

COURNEYA PRODUCTIONS
1566 N. Gordon, Hollywood 28; Tel.: Granite 5920; Jerry Courneya.
Services: Package programs, TV live & film features, scripts.

LOUIS G. COWAN INC.
485 Madison Ave., New York 22; Tel.: Plaza 9-3700; Louis G. Cowan, president.
Services: Program production, live and transcribed; transcriptions; package programs; TV shows.
Chicago 3—8 S. Michigan Ave.; Tel.: Randolph 6-2022; R. D. Michels, vice president, sales; J. B. Lewellen, vice president, production.
Los Angeles 28—6331 Hollywood Blvd.; Tel.: Hillside 5337; Hugh Grauel, executive in charge.

CRESCENT FILM LABS. INC.
7510 North Ashland Ave., Chicago 26; Tel.: Ambassador 2-5000; M. L. Freedman, manager.
Services: TV film.

CROSBY & FOGLE RADIO PRODUCTION
6365 Selma Ave., Hollywood 28; Tel.: Granite 3171; Leigh Crosby, manager.
Services: Production, transcriptions.

BING CROSBY ENTERPRISES INC.
9028 Sunset Blvd., Los Angeles 46; Tel.: Crestview 1-1171; Everett N. Crosby, general manager.
Services: Package programs, scripts, production.

CROSLEY BROADCASTING CORP. (WLW)
140 W. Ninth St., Cincinnati 2; Tel.: Cherry 1822; R. E. Dunville, vice president & general manager.
Services: Production, scripts, package programs, live talent shows.
New York 20—630 Fifth Ave.; Tel.: Circle 6-1750; Warren Jennings, manager.
Chicago 1—360 N. Michigan Ave.; Tel.: State 2-0366; Harry Albrecht, manager.
Hollywood 28—6381 Hollywood Blvd.; Tel.: Hollywood 5408; Tracy Moore, manager.

DALE CROWLEY PRODUCTIONS
Box 1, Washington 4, D. C.; Tel.: Franklin 5109; Dale Crowley, manager.
Services: Bible quiz, transcribed programs.

CRUGER RADIO & TV ENTERPRISES
5800 Carlton Way, Hollywood 28; Tel.: Hempstead 8254; Paul Cruger, general manager.
Services: Production, scripts, package programs, TV live & film shows.
New York 17—545 Fifth Ave.; Tel.: Murray Hill 7-6865; Ronald Dawson, manager.

CRYSTAL PICTURES INC.
1564 Broadway, New York; Tel.: Plaza 7-5130; Melvin M. Hirsh, manager.
Services: TV films, rentals.

PATRICK MICHAEL CUNNING TELEVISION PRODUCTIONS
7301 Hollywood Blvd., Hollywood 28; Tel.: Hillside 5915; Patrick Michael Cunning, manager.
Services: Production, package shows, TV film.

CKEY RECORDING DIVISION
444 University Ave., Toronto; Tel.: Waverley 3881; Bill McAlpine, manager.
Services: Recording and transcriptions.

D

DAMON RECORDING STUDIOS INC.
1221 Baltimore Ave., Kansas City 6; Tel.: Victor 2585; Vic Damon, president.
Services: Recording, production, phonograph records, sound synchronized to film.

GORDON M. DAY PRODUCTIONS
108 E. 30th St., New York 16.; Tel.: Oregon 9-3595; Gordon M. Day, president.
Services: Production, transcriptions, package programs for radio and TV.

DECCA RECORDS INC.
50 W. 57th St., New York 19; Tel.: Columbus 5-2300; Edward R. Strauss, manager.
Services: Records, transcriptions.

DEFENSE FILM CORP.
1040 No. Las Palmas, Hollywood; Tel.: Granite 3111; Herbert L. Bregstein, manager.
Services: TV entertainment films.

DeFRENES & CO.
1909 Buttonwood St., Philadelphia; Tel.: Rittenhouse 6-5928; Joseph DeFrenes, manager.
Services: TV films, rentals.

(Continued on page 408)

For Dramatic Sound Effects Records...use

MAJOR RECORDS

Over 500 realistic sound effects

"From a Cat's Meow to a Lion's Roar
. . . a Pistol Shot to a World War"

SEND FOR CATALOG B-A

MAJOR RECORDS

Distributed by

THOMAS J. VALENTINO, Inc.
1600 BROADWAY • NEW YORK 19, N. Y.

On the Way... the Sensational New

COLUMBIA

(Lp)

LONG PLAYING MICROGROOVE

TRANSCRIPTIONS

Quality . . . Fidelity . . . On-The-Dot Service—These are Columbia's established reputation in Transcription!

Now get ready for Columbia's latest development—the great new Long Playing Microgroove Transcription Records—the sensation of the year! For instance, in *savings*—Columbia's LP Transcription Records not only cost you substantially less per record, they give you *more program time* on a 12" record than you now get on the conventional 16" disc. They offer *greater convenience* in shipping and handling—save storage space, too! All this—while providing the excellent quality and life-like fidelity you've come to expect under the Columbia label!

GIVE US A CALL!

Columbia Transcriptions

A DIVISION OF COLUMBIA RECORDS INC.

"Columbia" and (CD) *Trade Marks Reg. U. S. Pat. Off., Marcas Registradas* ® *Trade Mark*

NEW YORK:
799 Seventh Avenue, Circle 5-7300

CHICAGO:
Wrigley Building, 410 North Michigan Avenue, Whitehall 6000

LOS ANGELES:
8723 Alden Drive, Bradshaw 2-2759

RADIO, TV PROGRAM PRODUCTION, TRANSCRIPTION AND RELATED SERVICES

(Continued from page 406)

DELBRIDGE & GORRELL
301 Fox Theatre Bldg., Detroit; Tel.: Cherry 6990; Sam Arnold, manager.
Services: TV films.

DEL-RICH PRODUCTIONS
9 Esther St., Springfield, Mass.; Tel.: Springfield 6-4997; John H. Vondell Jr., manager.
Services: Production, transcriptions, TV film.
Amherst, Mass.—Tel.: Amherst 1268-W2; Richard A. Strout, manager.

JOSEPH DEPHOURE STUDIO
1018 Commonwealth Ave., Boston; Tel.: Longwood 6-1499; Joseph Dephoure, manager.
Services: TV films, rentals.

LOUIS deROCHEMONT ASSN. INC.
35 W. 45th St., New York; Tel.: Chickering 4-8873; Louis deRochemont, manager.
Services: TV films.

DES AUTELS & GRAHAM
6000 Sunset Blvd., Hollywood 28; Tel.: Hudson 2-2291; Van Des Autels, Frank Graham, partners.
Services: TV live & film programs, package shows.

JERRY DEVINE PRODUCTIONS
6331 Hollywood Blvd., Hollywood 28; Tel.: Hudson 2-1228; Jerry Devine, producer.
Services: Package programs.

DICKSON & EDINGTON LTD.
30 Bloor, W., Toronto 5; Tel.: Randolph 1488; Roy Ward Dickson, general manager.
Services: Production, package programs.

DISCO RECORDING CO. INC.
Arcade Bldg., St. Louis 1; Tel.: Chestnut 5937; William L. Atwood, president.
Services: Recording, package programs, transcriptions.

THE DISTRIBUTOR'S GROUP
756 W. Peachtree St., N. W. Atlanta; Tel.: Atwood 1661; W. Wells Alexander, manager.
Services: TV films, rentals.

ALFRED DIXON SPEECH SYSTEMS INC.
424 Madison Avenue, New York 17; Tel.: Plaza 8-1246.
Services: Production, educational film, recording.

WM. B. DOLPH RADIO & TELEVISION PRODUCTIONS
910 17th St., N. W. Washington, D. C.; Tel.: District 2717; Wm. B. Dolph, manager.
Services: TV Washington films, talent.

DOMINION BROADCASTING CO.
4 Albert St., Toronto; Tel.: Adelaide 3383; Hal B. Williams, manager.
Services: Transcriptions, production, recording, talent.

D. P. M. PRODUCTIONS INC.
55 W. 45th St., New York; Tel.: Chickering 4-8421; Dorothy P. Maulsby, manager.
Services: TV films, European footage.

HARRY S. DUBE
1270 Sixth Ave., New York 20; Tel.: Columbus 5-7035; J. Knight, manager.
Services: Talent, artist management, TV programs.

DUDLEY PICTURES CORP.
9908 Santa Monica Blvd., Beverly Hills; Tel.: Crestview 1-7258; Carl Dudley, president.
Services: TV film shows.
New York—501 Madison Ave.; Tel.: Eldorado 5-1076; Robert Lewing, manager.
Chicago—28 E. Jackson Blvd.; Tel.: Harrison 2692; Robert Redfield, manager.

SHERMAN H. DRYER PRODUCTIONS
57 W. 58th St., New York; Tel.: Plaza 5-5998; Wm. H. Groody, manager.
Services: TV films.

DUMONT TELEVISION NETWORK
515 Madison Ave., New York; Tel.: Murray Hill 8-2600; Lawrence Phillips, manager.
Services: Kinescoped films of live shows.

CAL DUNN STUDIOS
104 S. Michigan Ave., Chicago; Tel.: State 0247; Cal Dunn, manager.
Services: TV film cartoons.

E

ECCLES RECORDINGS INC.
6233 Hollywood Blvd., Hollywood 28; Tel.: Hillside 8351; Robert P. Newman, manager.
Services: Recording service.

CHARLES ECKART CO.
4880 Santa Monica Blvd., Los Angeles 27; Tel.: Olympia 2901; Charles Eckart, manager.
Services: Phonograph record matrices.

ECLIPSE PRODUCTIONS
834 N. Highland Ave., Hollywood 38; Tel.: Hillside 8197; Michael Colin, manager.
Services: TV live & film programs.

BRUCE EELLS & ASSOC.
2217 Maraville Dr., Hollywood 28; Tel.: Hollywood 5869; Bruce G. Eells, president.
Services: Radio & TV production and distribution.

ELECTRO-VOX RECORDING STUDIOS
5546 Melrose Ave., Hollywood 38; Tel.: Gladstone 2189; Bert B. Gottschalk, manager.
Services: Recording, phonograph records.

W. M. ELLSWORTH
75 E. Wacker Drive, Chicago 1; Tel.: Central 0942; W. M. Ellsworth, manager.
Services Talent, package programs.

EMPIRE BROADCASTING CORP.
480 Lexington Ave., New York 17; Tel.: Plaza 9-4500; Helen Kelleher, president.
Services: Production, recording, transcriptions, package programs.

ENCYCLOPEDIA BRITANNICA FILMS
1150 Wilmette Ave., Wilmette, Ill.; Tel.: Wilmette 6404; F. S. Cellier, manager.
Services. Educational TV films for rental.

ENDORSEMENTS INC.
299 Madison Ave., New York; Tel.: Murray Hill 7-9054; H. F. McCabe, manager.
Services: TV films.

ENGLEMAN VISUAL EDUCATION SERVICE
4754 Woodward Ave., Detroit; Tel.: Temple 1-5972; Wm. D. Engleman, manager.
Services: TV films, rentals.

EQUITY FILM EXCHANGES INC.
341 W. 44th St., New York; Tel.: Circle 6-8546; Myron Mills, manager.
Services: TV films, newsreels.

LAWRENCE EVANS ARTIST MANAGEMENT INC. (Division of Columbia Artists Management Inc.)
113 W. 57th St., New York 19; Tel.: Circle 7-6900.
Services: Talent.

ROBERT EVANS PRODUCTIONS INC.
113 W. 57th St., New York 18; Tel.: Circle 6-9861; Robert Evans, manager.
Services: Production, package programs.

EXCELSIOR PICTURES CORP.
723 Seventh Ave., New York 19; Tel.: Circle 5-6157; Walter Bibo, president.
Services: TV film shows.
New York—292 Madison Ave.; Tel.: Murray Hill 5-0877; Jack Pegler, Eastern general manager.
Chicago—221 N. LaSalle St.; Tel.: Andover 5450; B. N. Darling, Midwestern general manager.
Minneapolis—Rand Tower Bldg.; Tel.: Atlantic 1394; H. V. Fick, general manager.

EXCLUSIVE RADIO FEATURES CO. LTD.
225 Mutual St., Toronto, Tel.: Adelaide 5112.
Services: Recording, production, transcriptions, package programs, talent.

F

F & M STAGESHOWS INC.
1501 Broadway, New York 18; Tel.: Chickering 4-3956; M. D. Howe, vice president.
Services: Production, scripts, talent, TV live & film shows.

FADIMAN ASSOCIATES LTD.
1501 Broadway, New York 18; Tel.: Lackawanna 4-3544; Edwin Fadiman, manager.
Services: Production.

FAIR DEAL MOTION PICTURE SERVICE
2040 Chatterton Ave., New York; Tel.: Talmadge 9-6728; Louis Colson, manager.
Services: TV films, rentals.

JERRY FAIRBANKS INC.
6052 Sunset Blvd., Hollywood 28; Tel.: Hudson 2-1101; Jerry Fairbanks, executive producer.
Services: TV film shows.

FAMOUS ARTISTS CORP.
California Bank Bldg., Beverly Hills; Tel.: Crestview 1-5222; Jack Gordean, manager.
Services: Package programs, talent.

FANCHON & MARCO INC.
6838 Hollywood Blvd., Hollywood 28; Tel.: Hempstead 3263; Marco Wolff, manager.
Services: Talent.

FEATURE BUREAU
152 W. 42nd St., New York 18; Tel.: Wisconsin 7-9715; Bert Nevins, president.
Services: Script service.

FEATURE PRODUCTIONS
228 N. LaSalle St., Chicago 1; Tel.: State 2-8999; Stuart V. Dawson, manager.
Services: Transcriptions, production, package shows, talent, TV shows.

FEATURED ARTISTS SERVICE
247 Park Ave., New York 17; Tel.: Plaza 5-5044; Maurice Scopp, manager.
Services: Talent.

FEDERAL ARTISTS CORP.
8734 Sunset Blvd., Hollywood 46; Tel.: Crestview 5-5251; W. H. Buffington, sec'y-treas.
Services: Package programs, TV live & film shows, talent.

FENTON PRODUCTIONS INC.
40 E. 49th St., New York 17; Tel.: Plaza 9-8266; Mildred Fenton, president.
Services: Package programs, TV live & film shows, talent.

HERMAN FIALKOFF ATTRACTIONS
(Celebrity Concerts Inc., Programs and Lectures, Inc.)
545 Fifth Ave., New York 17; Tel.: Vanderbilt 6-1807.
Services: Talent.

FIDELITY RECORDINGS
Wurlitzer Bldg., Cincinnati 1; Tel.: Main 0172; Virgil E. Seibert, manager.
Services: Recording, transcriptions.

FILM ARTS CORP.
1032 N. Sixth St., Milwaukee 3; Tel.: Daly 8-5670; Milton Abrams II, executive vice president.
Services: Recording, program production, talent, scripts, package programs, film.

FILM ASSOCIATES INC.
440 E. Schantz Ave., Dayton 9; Tel.: Walnut 2164; E. Raymond Arn Jr., president.
Services: Recording, TV film shorts.

FILM DEVICES INC.
13 E. 37th St., New York; Tel.: Murray Hill 9-4175; Leo R. Dratfield, manager.
Services: TV industrial film subjects.

FILMEFFECTS OF HOLLYWOOD
1153 N. Highland Ave., Hollywood; Tel.: Hollywood 5808; Gilbert R. Scott, manager.
Services: TV special effects and sequences.

FILM EQUITIES CORP.
1600 Broadway, New York; Tel.: Circle 7-5850; Jay Williams, manager.
Services: TV films, rentals.

FILM-MAKERS INC.
11 W. 42nd St., New York; Tel.: Bryant 9-4780; Joseph Gould, manager.
Services: TV films:

FILM PRODUCTIONS CO.
3650 Fremont Ave. N., Minneapolis; Tel.: Aldrich 1202; Roy A. Clapp, manager.
Services: TV films.

FILM PROGRAM SERVICE
1173 Sixth Ave., New York; Tel.: Longacre 4-8340; Jules Schwerin, manager.
Services: TV films, rentals, consulting.

FILM PUBLISHERS INC.
25 Broad St., New York; Tel.: Hanover 2-0100; Sherman Price, manager.
Services: TV films, rentals.

FILMS OF THE NATIONS INC.
55 W. 45th St., New York; Tel.: Chickering 4-8420; Maurice T. Groen, manager.
Services; TV educational film subjects.

FILM STUDIOS OF CHICAGO
135 S. LaSalle St., Chicago 3; Tel.: Central 6-8147; H. A. Spanuth, manager.
Services: TV film.

FINLEY TRANSCRIPTIONS INC.
8983 Sunset Blvd., Hollywood 46; Tel.: Bradshaw 2-2711; Larry Finley, president.
Services: Transcriptions, package programs, TV live & film production.

BEN FINNEY PRODUCTIONS
8822 Wash. Blvd., Culver City, Cal.; Tel.: Texas 0-2761; Ben Finney, manager.
Services: TV film commercials.

ED FISHMAN AGENCY
8734 Sunset Blvd., Hollywood 46; Tel.: Crestview 5-5253; Ed Fishman, manager.
Services: Package programs, talent, transcriptions, TV live & film production.

(Continued on page 412)

RECORDING "open-end" transcriptions?
That's a man-sized job...better do it at UNIVERSAL IN CHICAGO

transcription masters
phonograph masters
processing and pressing

Universal Recording Corp.
on top of the OPERA BUILDING

THE FINEST NAME IN TRANSCRIPTIONS...

TELEWAYS HOLLYWOOD

Moon Dreams

156 DELIGHTFUL 15 MINUTE MUSICAL PROGRAMS

Music, song, poetry . . . programs refreshingly different. Featuring stars from our greatest networks, Marvin Miller, John Holbrook, Ivan Epinoff, Warren White, and Lloyd del Castillo.

Sons of the Pioneers

260 BRAND NEW 15 MINUTE MUSICAL PROGRAMS

Victor Recording Artists . . . Republic Motion Picture Stars . . . Network Programs for Camels, Goodyear, Alka-Seltzer . . . America's favorite Western Singers.

BARNYARD JAMBOREE

52 CORN-FILLED ½ HOUR VARIETY SHOWS

Starring Jimmie ("Round Boy") Jefferies, the Milk-Maid Quartet . . . "Peg-leg" Moreland, Harmonica Hank, and scores of others . . . a real barn dance variety show.

Strange Wills

26 MAGNIFICENT ½ HOUR DRAMATIC PROGRAMS

The powerful, weirdly fascinating, unusual stories behind strange wills written by strange people. Registered a 9.8 coast rating . . . Starring Warren William, distinguished Hollywood actor.

FRANK PARKER SHOW

156 BRILLIANT 15 MINUTE MUSICAL PROGRAMS

Starring Frank Parker (Jack Benny) with The Modernaires . . . (Glenn Miller), Paul Baron's Orchestra . . . (Hildegarde), Bea Wain, and Kay Lorraine (Hit Parade) . . . Andre Baruch announcing.

WRITE, PHONE, OR WIRE FOR

FREE AUDITION PLATTERS

AND LOW COSTS

INQUIRE ABOUT OUR COST-PLUS ROYALTY PLAN FOR CUSTOM BUILT SPOT ANNOUNCEMENTS

DANGER, DR. DANFIELD

26 FASCINATING ½ HOUR MYSTERY SHOWS

Starring Michael (Steven) Dunn . . . Twentieth-Century Fox & Columbia Star, as Dr. Danfield, Crime Psychologist. Brilliantly conceived and written by Richard Hill Wilkinson.

A FEW OF THE NATIONAL CLIENTS USING TELEWAYS SERVICES . . .

HOT POINT INC.
GOODRICH TIRE & RUBBER CO.
BROWN & WILLIAMSON TOBACCO CO.
SINCLAIR OIL CO.
QUAKER OATS
LEVER BROS.
SEARS, ROEBUCK & CO.
ATLANTIC BREWING CO.
NUTRENA FEEDS
KATZ DRUG STORES

SERVING 576 STATIONS, AGENCIES, AND SPONSORS . . . THROUGHOUT THE WORLD

Also... **5 MINUTE TRANSCRIBED PROGRAMS**
3 DIFFERENT SERIES . . . 633 EPISODES

JUST RELEASED!

FOY WILLING and the

RIDERS OF THE PURPLE SAGE

156 BRAND NEW 15 MINUTE MUSICAL PROGRAMS

Here's the newest and "hottest" buy in radio! Now starring at Republic with Roy Rogers. Network stars for Quaker Oats . . . recordings for Decca, Capitol and Majestic selling in the millions! An audition is a sure sale.

TELEWAYS HOLLYWOOD

8949 SUNSET BLVD. • HOLLYWOOD 46, CALIF. • TELEPHONES: CRESTVIEW 6-7238 • BRADSHAW 2-1636—2-1447

Thanks for the orchids!

THANKS to Broadcaster's Guild, Inc., for making its own survey among a large, representative group of radio stations . . . a survey which determined the relative position of transcription library services on several different points. And . . .

THANKS to *Billboard* magazine for printing the results.

According to the Billboard article:

STATIONS, WHEN ASKED WHICH SERVICE THEY WOULD ADD, VOTED:	STATIONS, WHEN ASKED WHICH SERVICES THEY MAY DROP, RATED:
1st choice — LANG-WORTH	1st choice — Library E
2nd choice — Library A	2nd choice — Library B
3rd choice — Library B	3rd choice — Library G
4th choice — Library C	4th choice — Library A
5th choice — Library D	5th choice — Library H
6th choice — Library E	

In the Billboard report Lang-Worth was not even listed among libraries which may be dropped

ENDORSED BY ~~826~~ 939 ADVERTISERS!

(as of Jan. 1, 1949)

SALES have been sensational for every item advertised . . . automobiles, food, drugs, dry goods, tires, insurance, jewelry, paints, clothing, radios and many others . . . all promoted by LANG-WORTH programs! 939 advertisers endorse the selling power of these shows . . . they've heard them in action. Everything about them is NETWORK CALIBRE . . . everything but their local station cost.

To begin with, LANG-WORTH talent is tops! The stars are nationally recognized, big-time names, with tested and proven audience appeal. Furthermore, the basic idea and program format are both solid and surefire . . . while production and writing sparkles with showmanship . . . the kind of "know-how" that lifts your show right up alongside the finest running mate you'd hear anywhere on the air, coast to coast.

Small wonder, then, that among radio station operators . . . "with men who know transcriptions best" . . . it's Lang-Worth!

Foremost in a series of special production shows offered by all LANG-WORTH stations are:

THE CAVALCADE OF MUSIC

Top-flight entertainment featuring 35-piece pop-concert orchestra and 16-voice chorus under the direction of D'Artega. Spotlights a galaxy of all-star guest acts, such as Tommy Dorsey, Anita Ellis, Vaughn Monroe, the Modernaires, Tito Guizar, Frankie Carle and many others. The most dynamic musical show on transcription. 30 Minutes, once weekly.

THE EMILE COTE GLEE CLUB

A class-appeal program with a universal audience, as shown by the most consistently high Hooper ratings of any transcribed feature. A male Glee Club of 16 voices, with soloists Floyd Sherman, Stanley McClellan and Percy Dove, presents a repertory of more than 200 best-loved popular melodies. 15 Minutes, 5 times weekly.

MIKE MYSTERIES

Murder, mystery, suspense and music . . . an irresistible audience potion combined in a 15 minute, 5 weekly format that's guaranteed to blow the top off your sales chart! A snappy two-minute "Whodunit", incorporated in the show, gets itself solved right after your advertiser's product is sold. Written exclusively for Lang-Worth by Hollywood's Howard Browne (alias John Evans).

THROUGH THE LISTENING GLASS

Another favorite musical hit show, with the "Silver Strings", under the direction of Jack Shaindlin and featured weekly appearances of those musical stars, the LANG-WORTH Choristers and a pageant of guest artists: Dick Brown, Joan Brooks, Johnny Thompson and others. 30 Minutes, once weekly.

For further information and availability of LANG-WORTH Program Service, write:

LANG-WORTH feature programs, inc.

Network Calibre Programs at Local Station Cost

STEINWAY HALL · 113 WEST 57th STREET · NEW YORK 19, N. Y.

RADIO, TV PROGRAM PRODUCTION, TRANSCRIPTION AND RELATED SERVICES

(Continued from page 408)

FIVE STAR PRODUCTIONS
6526 Sunset Blvd., Hollywood 28; Tel.: Hollywood 5280; Harry Wayne McMahan, executive producer.
Services: Transcriptions, package programs, TV ad film & animated cartoons.

FRIEDA FISHBEIN
11 W. 42nd St., New York 18; Tel.: Longacre 5-1379; Frieda Fishbein, owner.
Services: Scripts, talent.

FLORY FILMS INC.
303 E. 71st St., New York 21; Tel.: Regent 4-0862; John Flory, president.
Services: Recording, package programs, TV live & film programs.

FORTUNE RECORDS
12005 12th St., Detroit 6; Tel.: Townsend 7-3077; Dev Brown, manager.
Services: Recording & record distribution.

HARRY E. FOSTER AGENCIES LTD.
King Edward Hotel, Toronto, Ont.; Tel.: Elgin 6373; G. Forsyth, manager.
Services: Recording, production, package programs, talent.

FOTOSOUND STUDIOS, INC.
20 E. 42nd St., New York; Tel.: Murray Hill 7-0463; Evan J. Anton, manager.
Services: TV films, rentals.

NEWTON L. FOUSEY
605 N. Michigan Ave., Chicago 11; Tel.: Whitehall 4-3844; Newton L. Fousey, manager
Services: Production, talent.

FOX MOVIETONE NEWS
460 W. 54th St., New York; Tel.: Columbus 5-7200; Edmund H. Reek, manager.
Services: TV newsreel films.

BERNIE FOYER
227 W. 45th St., New York; Tel.: Circle 6-6600.
Services: Talent.

FREDDIE FRALICK MANAGEMENT AGENCY
8739 Sunset Blvd., Hollywood 46; Tel.: Crestview 5-611; Freddie Fralick, manager.
Services: Talent.

FRANKAY & JACKSON RECORDING STUDIOS INC.
48 W. 48th St., New York 19; Tel.: Longacre 5-8453; Harry Jackson, president.
Services: Recording, transcription service.

FREDERICK BROS. AGENCY
RKO Bldg., New York 24; Tel.: Circle 6-2144; Tom Kettering, manager.
Services: Production, talent.
Chicago 1—75 E. Wacker Dr.; Tel.: State 0030; B. W. Frederick, manager.
Hollywood 46—8584 Sunset Blvd.; Tel.: Crestview 1-6244; L. A. Frederick, manager.

ALLEN A. FUNT RADIO PRODUCTIONS
52 Vanderbilt Ave., New York 17; Tel.: Murray Hill 5-1211; Allen A. Funt, manager.
Services: Production.

G

BLANCHE GAINES
47 W. 56th St., New York 19; Tel.: Plaza 7-1149; Blanche Gaines, owner.
Services: Radio & TV scripts.

GAINSBOROUGH ASSOCIATES INC.
234 W. 44th St., New York 18; Tel.: Chickering 4-1583; Mike Jablons, director.
Services: Production, package programs, TV live & film shows.

GALE INC.
48 W. 48th Street, New York 19; Tel.: Plaza 7-7100.
Services: Talent.

GAMBLE PRODUCTIONS INC.
341 W. 47th St., New York; Tel.: Circle 6-5952; Bud Gamble, manager.
Services: TV films, rentals.

GAMBLE RECORDING STUDIO
228 S. Wabash Ave., Chicago 4; Tel.: Harrison 7-1360; "Chuck" Schroeder, manager.
Services: Recording service.

AL GARRY PRODUCTIONS
48 W. 48th St., New York 25; Tel.: Plaza 7-6554; Al Garry, owner.
Services: Radio & TV packages.

GENERAL ARTISTS CORP.
1270 Avenue of the Americas, New York 20; Tel.: Circle 7-7550; Thomas G. Rockwell, president.
Chicago 1—360 N. Michigan Ave.; Tel.: State 2-6288; Robert Weems, manager.
Hollywood 46—9028 Sunset Blvd.; Tel.: Crestview 1-8101; Milton W. Krasny, manager.
Cincinnati—Carew Tower; Tel.: Main 1197; Joe Higgins, manager.
Services: Talent.

GENERAL FILM PRODUCTION CORP.
1600 Broadway, New York; Tel.: Circle 6-6441; Elbert S. Kapit, manager.
Services: TV films, rentals.

MITCHELL GERTZ AGENCY INC.
8533 Sunset Blvd., Los Angeles 46; Tel.: Crestview 4-5491; Mitchell Gertz, president.
Services: Production, transcriptions, package programs, talent, TV shows.

JOHN E. GIBBS & CO.
9 Rockefeller Plaza, New York 20; Tel.: Columbus 5-4888; John Gibbs, president.
Services: Radio & TV production, talent representation.

GRACE GIBSON RADIO PRODUCTIONS
6700 Sunset Blvd., Hollywood 28; Tel: Granite 5543; B. Eaton Lawrence, director of sales.
Services: Transcriptions, production.

RODNEY GILLIAM CO.
7904 Santa Monica Blvd., Hollywood 46; Tel.: Hillside 2220; Rodney Gilliam, manager.
Services: TV film programs, production.

EVE GINCHER
551 Fifth Ave., New York; Tel.: Virginia 6-3714.
Services: Talent.

GLOBE 16mm PICTURES
5625 Sunset Blvd., Hollywood 28; Tel.: Granite 7573; Morse Opper, president.
Services: TV film.

JACK GOETZ
245 W. 55th St., New York; Tel.: Circle 7-1920; Jack Goetz, manager.
Services: TV films, rentals.

NAT C. GOLDSTONE AGENCY
9121 Sunset Blvd., Hollywood 46; Tel.: Crestview 6-1071.
Services: Talent.

HARRY S. GOODMAN RADIO PRODUCTIONS
19 E. 53rd St., New York 22; Tel.: Plaza 5-6131; Harry S. Goodman, president & general manager; Everett F. Goodman, vice president; Daniel R. Goodman, vice president in charge of TV.
Services: Transcribed and live programs, syndicated and custom-built spot announcements, syndicated TV spots on film.

MARTIN A. GOSCH PROD. INC.
Savoy-Plaza Hotel, New York; Tel.: Volunteer 5-2600; Martin A. Gosch, manager.
Services: TV films, rentals.

GOTHAM RADIO PRODUCTIONS INC.
120 E. 16th St., New York 3; Tel.: Gramercy 5-7614; Louis J. Cioffi, manager.
Services: Package programs, TV film commercials, talent.

MARSHALL GRANT-REALM PRODUCTIONS
8822 W. Washington Blvd., Culver City, Calif.; Tel.: Texas 0-2761; Norman Elzer, manager.
Services: TV film programs.

GRAPHIC FILMS CORP.
1108 Lillian Way, Hollywood 38; Tel.: Granite 2191; Lester Novros, manager.
Services: TV film programs.

GRAY-O'REILLY STUDIOS
480 Lexington Ave., New York; Tel.: Plaza 3-1531; James E. Gray, manager.
Services: TV films.

GREEN ASSOCIATES
360 N. Michigan Ave., Chicago 1; Tel.: Central 6-5593; Lewis G. Green, vice president.
Services: Production, transcriptions, TV shows.

BEN GREENE FILM PRODUCTIONS
48 W. 48th St., New York 19; Tel.: Plaza 7-3858; Ben Greene, manager.
Services: Transcriptions, TV film production.

GREY-RICHARDS PRODUCTIONS
6525 Sunset Blvd., Hollywood 28; Tel.: Hempstead 1161; Bill Richards, manager.
Services: TV film programs.

AL GROSSMAN
RKO Bldg., New York 20; Tel.: Circle 5-8422.
Services: Talent.

GUARANTEED PICTURES CO. INC.
729 Seventh Ave., New York; Tel.: Circle 5-6456; M. D. Sackett, manager.
Services: TV films, rentals.

JOHN GUEDEL RADIO PRODUCTIONS
Taft Bldg., Hollywood 28; Tel.: Hempstead 5186; John Guedel, president.
Services: Package programs, scripts, production, TV live & film shows.

GUERIN ENTERPRISES INC.
6310 Delmar Blvd., St. Louis; Tel.: Cabany 2313; C. Douglas Pidgeon, manager.
Services: TV films, newsreels.

GUILD RADIO FEATURES LTD.
150 Simcoe St., Toronto 2; Tel.: Waverley 2714; Dan V. Carr, manager.
Services: Recording, production, transcriptions, package programs, talent.
Montreal—Medical Arts Bldg.; Tel.: Fitzroy 2439; R. E. Leslie, manager.
Winnipeg—Lindsay Bldg.; A. J. Messner, manager.
Vancouver—505 Dunsmuir St.; Tel.: Pacific 2888; J. N. Hunt, manager.

H

HACK PRODUCTION
535 N. Laurel Ave., Hollywood; Tel.: Walnu 2068; Herman Hack, manager.
Services: TV Religious films.

SYLVIA HAHLO
711 Fifth Ave., New York 22; Tel.: Plaza 9-6000.
Services: Talent.

EDWARD HALL PRODUCTIONS
130 W. 56th St.; New York 19; Tel.: Circle 6-9492; Edward Hall, owner.
Services: Production, scripts, talent, package programs, TV live & film shows.

WENDELL HALL MUSIC MAKER PRODUCTIONS
4355 N. Paulina St., Chicago 13; Tel.: Graceland 2-6418; Wendell Hall, owner.
Services: Musical spots, TV shows.

MITCHELL J. HAMILBURG AGENCY
8776 Sunset Blvd., Hollywood 46; Tel.: Crestview 5-4171; M. J. Hamilburg, manager; Ed Paul Phillips.
Services: Talent, writers, packaged production.

LAWRENCE HAMMOND PRODUCTIONS INC
33 W. 51st St., New York 19; Tel.: Volunteer 5-2000; Lawrence Hammond, president.
Services: Production, TV live & film packages.

JAM HANDY ORGANIZATION INC.
7046 Hollywood Blvd., Hollywood 28; Tel.: Hempstead 5809; L. G. Stewart, manager.
Services: TV film programs.

MARK HANNA
554 Madison Ave., New York 21; Tel.: Templeton 8-8730.
Services: Talent.

HARDCASTLE FILMS
818 Olive St., St. Louis; Tel.: Central 7620; J. H. Hardcastle, manager.
Services: TV films.

HARFILMS INC.
600 Baronne St., New Orleans; Tel.: Magnolia 1744; A. Harrison Jr., manager.
Services: TV films.

HARRIS & STEELE INC.
50 W. 67th St., New York 23; Tel.: Endicott 2-9555; Helen Steele, manager.
Services: Production, talent.

HARTLEY PRODUCTIONS
20 W. 47th St., New York 19; Tel.: Luxemburg 2-0158; Elda Hartley, manager.
Services: TV film library, production, package programs.

HARVARD FILM SERVICE INC.
421 Washington St., Sommerville, Mass.; Tel.: Elliott 4-3057; J. F. Barclay Jr., manager.
Services: TV films, rentals.

HARVEY & HOWE INC.
919 N. Michigan Ave., Chicago 11; Tel.: Superior 7-4930; W. S. Harvey Jr., president.
Services: Home economics program planning.
New York 5—500 Fifth Ave.; Tel.: Wisconsin 7-2000.

HATHEN PRODUCTIONS
246 S. Van Pelt St., Philadelphia; Tel.: Locust 7-0126; Stanley P. Hathen, manager.
Services: TV films, rentals.

HAWLEY-LORD INC.
61 W. 56th St., New York; Tel.: Circle 7-2443; Andre Lord, manager.
Services: Educational entertainment shorts for rental.

HAYES-PARNELL PRODUCTIONS INC.
6000 Sunset Blvd., Hollywood 28; Tel.: Hollywood 4584; Sam S. Hayes, president.
Services: TV film production.

H. B. & K. FILMS FOR TELEVISION
1560 Broadway, New York; Tel.: Plaza 7-0759; O. Killingsworth, manager.
Services. TV films.

(Continued on page 416)

"THE NOTEBOOK"
with
Art Baker

•

"SLEEPY JOE"
with
Jimmy Scribner

•

OPERA MINIATURE

•

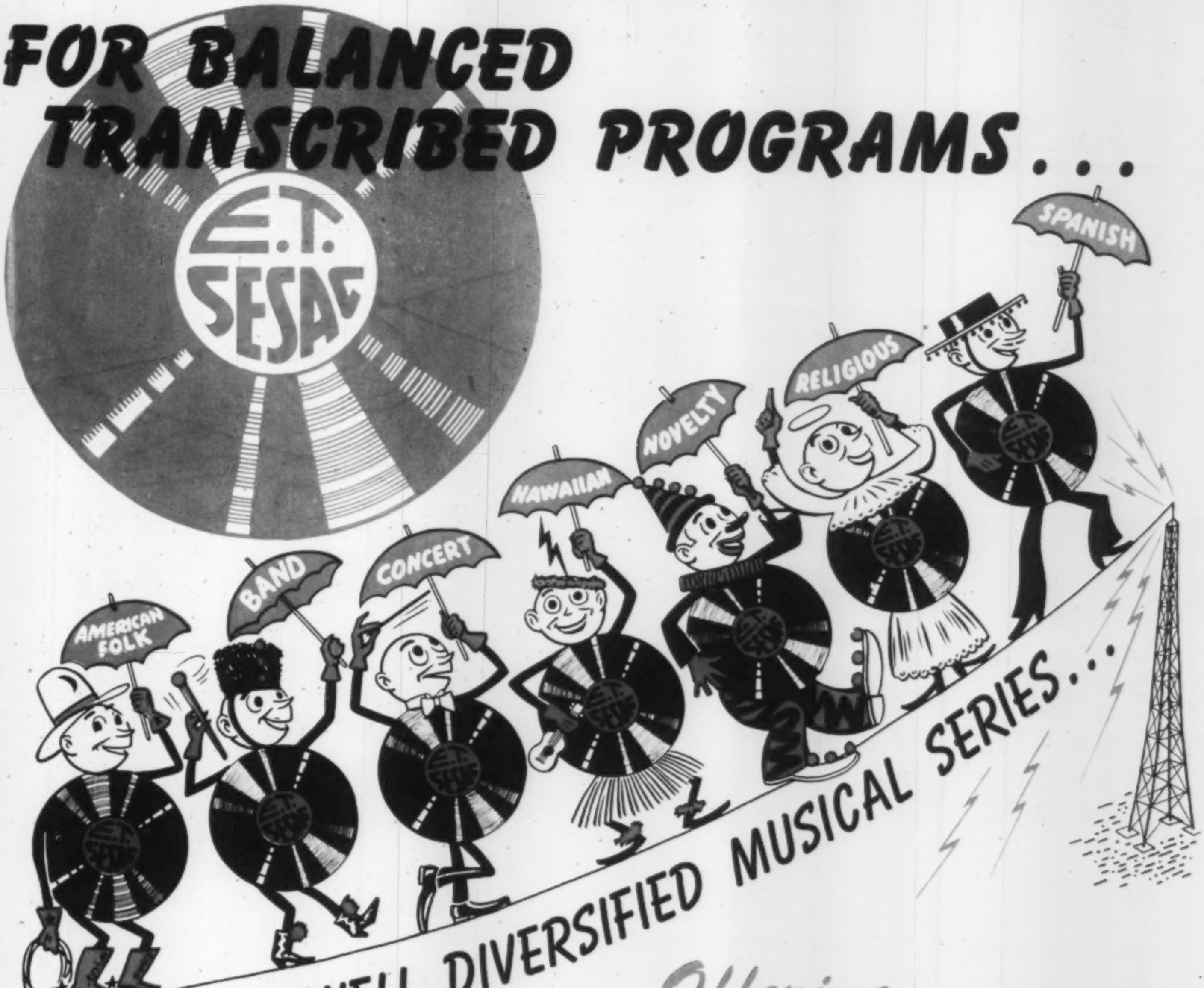
HOLIDAY SPECIALS

THE CARDINAL CO.

6000 SUNSET BLVD. HOLLYWOOD 28

Waverley
transcrip-
.: Fitzroy
ner, man-
l.: Pacific
l.: Walnut
el.: Plaza
el.: Circle
, package
UCTIONS
el.: Grace-
el.: Crest-
manager;
d produc-
ONS INC.
Volunteer
sident.
packages
28; Tel.:
manager.
Tel.: Tem-
tral 7620;
ns; Tel.:
manager.
.: Endicott
l.: Luxem-
ager.
, package
e, Mass.;
Jr., man-
11; Tel.:
Jr., presi-
planning.
Wisconsin
hia; Tel.:
hen, man-
cle 7-2443;
ent shorts
C.
el.: Holly-
dent.
ON
el.: Plaza
ager.
416)
sting

FOR BALANCED TRANSCRIBED PROGRAMS . . .



SEVEN WELL DIVERSIFIED MUSICAL SERIES . . .

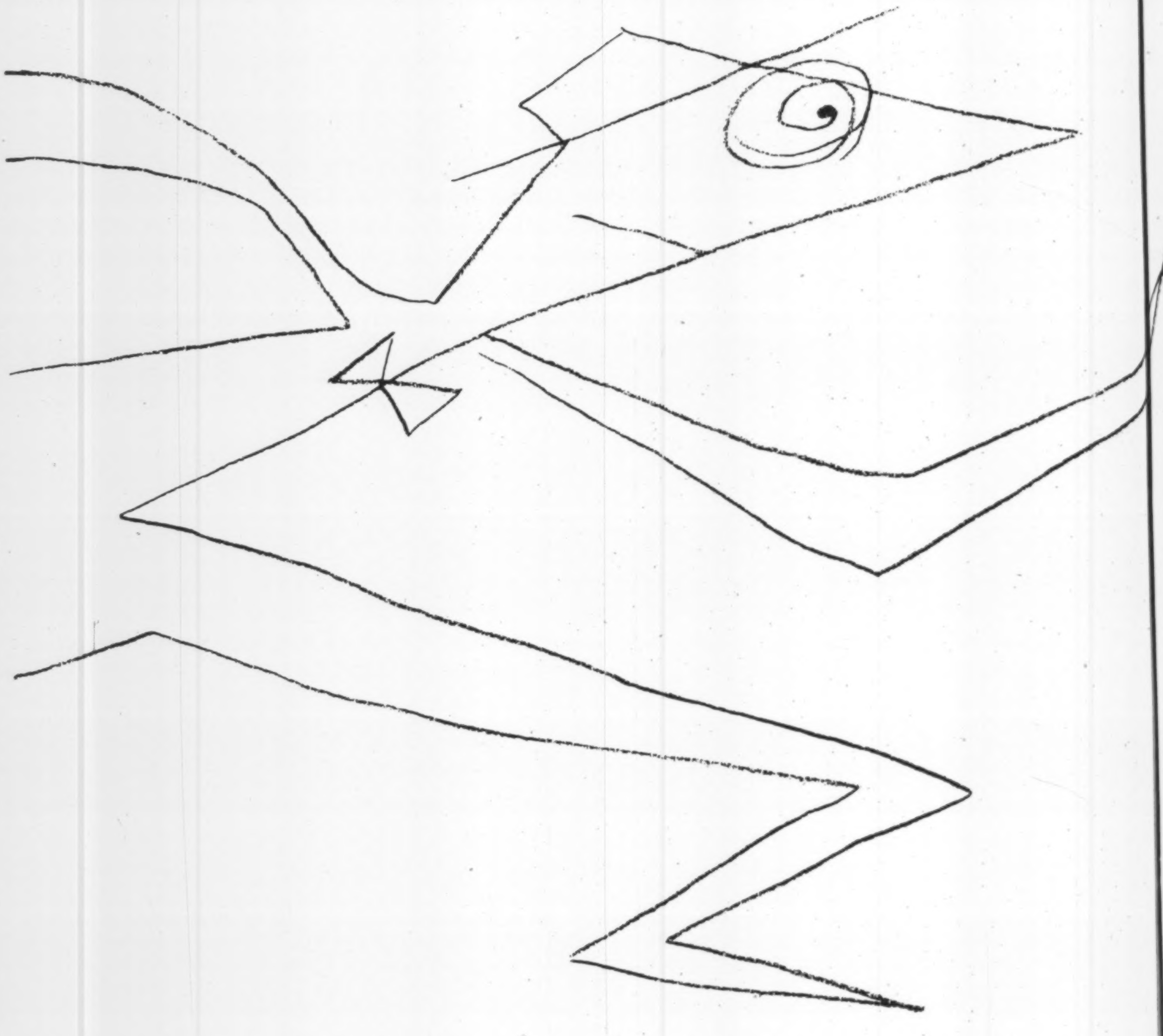
Offering:

- *Simplified production* **through pre-built programs made up of separate cuts on every record side**........
- *A variety* **of easily assembled,** *highly saleable* **package shows**........
- *Fast paced programs* **from 5 to 60 minutes duration with only two discs**........
- *A wealth of MUSIC OF LASTING VALUE* **— as listenable in the years to come as it is today**........
- *Top quality* **vinylite discs recorded by Columbia according to N.A.B. Standards —** *unsurpassed for AM, FM and TV*....
- *Amazingly low rates*........

For additional information, write or wire . . . .

SESAC, INC.

475 FIFTH AVENUE NEW YORK 17, N. Y.



HOT AFTER HOOPER?

Don't blame him if your present programs aren't building an audience rating. Capitol's Transcription Library *does* build audiences. Want to know how? Fill out coupon below, or use your letterhead, to get the details.

Capitol
A DIVISION OF CAPITOL RECORDS
TRANSCRIPTIONS

Capitol Transcriptions
Sunset and Vine, Dept. BYB
Hollywood 28, California

☐ Please send me your descriptive booklet
☐ Include sample transcription

Name______________________________

Station______________ Position____________

Street______________________________

City________________ State____________

RADIO, TV PROGRAM PRODUCTION, TRANSCRIPTION AND RELATED SERVICES

(Continued from page 412)

GEORGE HEID PRODUCTIONS
Century Bldg., Pittsburgh 22; Tel.: Grant 3696; George Heid, manager.
Services: Recording, production, talent.

LESLIE HELHENA
932 N. La Brea Ave., Los Angeles 38; Tel.: Granite 3174; Leslie Helhena, owner.
Services: TV commercial spots, slide films.

WALTER HERZBRUN AGENCY
9000 Sunset Blvd., Los Angeles 46; Tel.: Crestview 6-4157.
Services: Talent.

HISPANO BROADCASTING CO.
4448 Brooklyn Ave., Los Angeles 22; Tel.: Capitol 1-3609; Tony Sein, manager.
Services: Spanish programs.

PAUL HOEFLER PRODUCTIONS
612½ S. Ridgeley Dr., Los Angeles; Tel.: Whitney 9045; Paul L. Hoefler, manager.
Services: TV films, rentals.

HOFFBERG PRODUCTIONS INC.
620 Ninth Ave., New York; Tel.: Circle 6-9031; J. H. Hoffberg, manager.
Services: TV film rental.

WILLIAM F. HOLLAND PRODUCTIONS
Hotel Sinton, Cincinnati 2; Tel.: Main 3450; Wm. F. Holland, president.
Services: Recording, transcriptions, production.

HOLLYWOOD ASSOCIATE PRODUCERS
1245 N. Edgemont, Hollywood 27; Tel.: Olympia 3484; Chet Peterson, manager.
Services: Program counsel, scripts.

HOLLYWOOD BROADCASTERS COOPERATIVE INC.
6700 Sunset Blvd., Hollywood 28; Tel.: Granite 3784; Richard Lane, president.
Services: Transcribed dramatic shows.

HOLLYWOOD CENTRAL RECORDERS
1538 Cahuenga Blvd., Hollywood 28; Tel.: Hempstead 0270; E. R. Rood, president & general manager.
Services: Transcribed shows, recording, TV film production.

HOLLYWOOD FILM ENTERPRISES INC.
6060 Sunset Blvd., Hollywood 28; Tel.: Hillside 2181; Thomas H. Emmett, president.
Services: Movie film subjects suitable for TV.

HOLLYWOOD RADIO TRANSCRIPTIONS INC.
2919 S. Norton Ave., Los Angeles 16; Tel.: Republic 2-4602; Walter Addison Watson, president.
Services: Transcriptions, package programs.

HOLLYWOOD RECORDED FEATURES INC.
1131 Bryn Mawr Ave., Chicago 10; Tel.: Longbeach 1-6730; R. S. Peterson, president.
Services: Distributors of transcribed programs.

HOLLYWOOD TELETOPICS
1960 N. Vermont Ave., Hollywood; Tel.: Normandy 1-2810; C. Arlington, manager.
Services: TV films.

WEST HOOKER COMPANY
3 East 85th St., New York 28; Tel.: Regent 7-4470; West Hooker, president.
Services: TV live & film package shows.

HOPWOOD, LAUFMAN, FOMUND & CROSS
236 N. Clark St., Chicago 1; Tel.: Randolph 6-1644; Herbert S. Laufman, director of production.
Services: TV live & film production.

HOWELL RECORDING STUDIO
2703 Delaware Ave., Buffalo 17; Tel.: Delaware 8728; David F. Howell, owner.
Services: Recording, record pressing plant.

RICHARD W. HUBBELL & ASSOC.
118 E. 40th St., New York 16; Tel.: Murray Hill 3-0028; Richard W. Hubbell, chairman.
Services: TV live & film programs, scripts, production.

YOU OWE
IT TO YOURSELF

Have Your MASTERS recorded on the
WORLD'S FINEST EQUIPMENT

Including New SCULLY direct drive Lathes

- **Send your original records and transcriptions for copies or masters for pressing.**
- ***Make Our Complete Studio Facilities, Script and Production Service a part of your organization.***

Damon Recording Studios Inc.

1221 Baltimore Ave.
Kansas City (6)
Missouri

15 Years Ahead in "Know-How"

TED HUDES RADIO PRODUCTIONS
17 East 42nd St., New York; Tel.: Murray Hill 9-2473; Ted Hudes, manager.
Services: TV educational shorts for rental.

HUDIBURG PRODUCTIONS INC.
131 E. 51st St., New York; Tel.: Eldorado 5-3508; Lucille Hudiburg, manager.
Services: TV fashion films.

I

IDEAL PICTURES CORP.
26-34 8th St., Chicago 5; Tel.: Harrison 7-5254; Elmer Willoughby, manager.
Services: TV film.

IMAGINEERING ASSOC. INC.
1030 N. McCadden Pl., Hollywood; Tel.: Hollywood 8777; A. S. Kennard, manager.
Services: TV commercial films.

IMPRO INC. (Hal Roach Studios)
8822 W. Washington Blvd., Culver City, Calif.; Tel.: Vermont 8-2185; Harlan Thompson, vice president.
Services: TV film production.
New York—4 E. 70th St.; Tel.: Regent 7-4139; Ann Marlowe Straus, manager.

INSTRUCTIONAL FILMS INC.
330 W. 42nd St., New York; Tel.: Longacre 3-5189; Miller McClintock, manager.
Services: Education TV films, rentals.

INTER-CALIFORNIA BROADCASTING SYSTEM
253 S. Broadway, Los Angeles 12; Tel.: Mutual 2759; Gustavo Faist Moran, manager.
Services: Spanish programs.

INTERNATIONAL 16 mm CORP.
165 W. 46th St., New York 19; Tel.: Plaza 7-2265; Patrick E. Shanahan, president.
Services: TV film production.

INTERNATIONAL COMMERCIAL BCSTG. CO.
1225 S. Kedzie Ave., Chicago 23; Tel.: Crawford 7-6710; Max Sosewitz, manager.
Services: Jewish programs.

INTERNATIONAL FILM BUREAU INC.
15 Park Row, New York; Tel.: Worth 4-4887; G. M. Gates, manager.
Services: TV educational subjects.

INTERNATIONAL FILM FOUNDATION INC.
1600 Broadway, New York 19; Tel.: Circle 6-9438; Julien Bryan, executive director.
Services: Documentary & educational TV film.

INTERNATIONAL GEOGRAPHIC PICT.
1776 Broadway, New York; Tel.: Circle 6-4486; J. Allen Julier, manager.
Services: TV films, rental.

INTERNATIONAL MOVIE PRODUCTION SERVICE
515 Madison Ave., New York; Tel.: Eldorado 5-6620; Ben Gradus, manager.
Services: TV films, rentals.

INTERNATIONAL NEWS SERVICE
(INS-INP Television Department)
235 E. 45th St., New York 17; Tel.: Murray Hill 2-0131; Robert H. Reid, manager.
Services: Daily and weekly newsreels, spot news, documentary picture package.

INTERNATIONAL PRODUCTIONS LTD.
149 Alcorn Ave., Toronto; Tel.: Randolph 6291; G. Forsyth, manager.
Services: Recording, transcriptions, package programs, talent.
Montreal—Sun Life Bldg.; Tel.: Belair 1984.

INT'L RADIO & TELEVISION FEATURES
322 E. 55th St., New York; Tel.: Plaza 5-5781; Jack Lloyd, manager.
Services: TV films.

INTERNATIONAL RECORDING STUDIOS INC.
6700 Sunset Blvd., Hollywood 28; Tel.: Hollywood 6344; H. Dixon McCoy, manager.
Services: Recording, transcriptions.

INTERNATIONAL TELE-FILM PRODUCTIONS INC.
331 Madison Ave., New York.; Tel.: Murray Hill 7-7306; Paul F. Moss, president.
Services: TV live & film package shows.

LOU IRWIN INC.
9134 Sunset Blvd., Hollywood 46; Tel.: Crestview 1-7131; Lou Irwin, president.
Services: Talent, production, scripts, TV-live & film.

J

FREDERICK JACKY PRODUCTIONS
520 N. Michigan Ave., Chicago 11; Tel.: Delaware 7-3262; Frederick Jacky, owner.
Services: Production, recording, package shows.

SAM JAFFE AGENCY
8553 Sunset Blvd., Hollywood 46; Tel.: Crestview 6-6121; Sanford Cummings, Bette Pierce, managers.
Services: Scripts, transcriptions, package shows.
New York 19—119 W. 57th St.; Tel.: Plaza 7-4250; Lucy Kroll, manager.

JASON COMIC ART
1860 Broadway, New York 23; Tel.: Circle 6-4640; Leon Jason, director.
Services: TV film, production, talent.

JUNIOR PROGRAMS INC.
22 Lawrence St., Newark 5, N. J.; Tel.: Market 3-0770; Dorothy L. McFadden, president.
Services: Scripts, package programs, TV live & film shows.

K

WALTER KANE AGENCY
3584 Sunset Blvd., Hollywood 46 ;Tel.: Crestview 6-2396; Walter Kane, manager.
Services: Talent.

JOHN KARCH ADVERTISING AGENCY
280 Broadway, New York 7; Tel.: Barclay 7-1045; Radio Dept.: John George Karch, radio director, timebuyer.
Radio Accounts: Ginaux Co. (S).

BEULAH KARNEY INC.
228 N. La Salle St., Chicago 1; Tel.: State 2-5060; Beulah Karney, manager.
Services: Food transcriptions.

KAREL SOUND FILM LIBRARY
410 Third Ave., Pittsburgh 19; Tel.: Grant 3313; Albert H. Karel, owner.
Services: TV film.

LEW KASHUK & SON ADVERTISING CO.
Empire State Bldg., New York 1; Tel.: Longacre 3-7290; Radio Dept.: Jay E. Kashuk, timebuyer.

KASPER-GORDON INC.
140 Boylston St., Boston 16; Tel.: Devonshire 8-7357; Edwin H. Kasper, manager.
Services: Recording, production, transcriptions, package programs.
Columbus 15—Hartman Theater Bldg.; Tel.: Adams 4116, Ralph S. McFeely, manager.
Dallas—Texas Bank Bldg.; Tel.: Riverside 8423; Burt S. Pittenger, manager.

VICTOR KAYFETZ
431 S. Hamel Rd., Los Angeles; Tel.: Crestview 6-0640; Victor Kayfetz, manager.
Services: TV films.

JOHN KEATING RECORDING STUDIOS
Alderway Bldg., Portland 5, Ore. Tel.: Beacon 4107; John D. Keating, manager.
Services: Recording, transcribed programs, scripts.
Seattle 1—2nd & Pine Bldg. Tel.: Elliott 6520; James A. McLoughlin, manager.
San Francisco—Fairmont Hotel. Tel.: Garfield 1-8300; Wm. Reilly, manager.
Services: Talent.

HERBERT KERKOW INC.
480 Lexington Ave., New York; Tel.: Eldorado 5-5635; Herbert Kerkow.
Services: TV films, rentals.

KERMIT-RAYMOND CORP.
11 E. 52nd St., New York 22; Tel.: Eldorado 5-5511; Raymond R. Green, general manager.
Services: Production, transcriptions, TV shows.
Chicago—430 N. Michigan Ave. Charles Puffer, manager.
Hollywood—9121 Sunset Blvd. Tel.: Crestview 6-1071; Harold Lambert, manager.

PETER & ELIZABETH KIRK
One Tryon Ave., Rumford, R. I. Tel.: East Providence 3154-M; Peter Kirk.
Services: Serial & documentary drama.

KLING STUDIOS
601 N. Fairbanks Ct., Chicago; Tel.: Delaware 7-0400; Jack H. Lieb, manager.
Services: TV films, rentals.

(Continued on page 420)

Detroit is not only the world's greatest automotive center, it is also one of the nation's most important radio production centers. And the center of Detroit's radio production is......

TRENDLE-CAMPBELL ENTERPRISES, INC.

Because Trendle-Campbell originates eight (8) half hours of live programs for ABC. These are the nationally famous LONE RANGER (Monday-Wednesday-Friday weekly, 7:30 to 8:00 p.m.) the CHALLENGE of the YUKON (Monday-Wednesday-Friday, 5 to 5:30 p.m.) and the GREEN HORNET (Tuesday-Thursday, 5:00 to 5:30 p.m.)

TRENDLE-CAMPBELL ENTERPRISES, INC.

1800 Stroh Building
Detroit 26, Michigan

BMI OFFERS

a helpful guide in...

SERVICE TO THE BROADCASTER

BMI continues to point the way with a wide variety of practical aids to the broadcaster.

All of these BMI helps to the industry have been used to excellent advantage by broadcasters in all parts of the country. The station manager, program director, musical director or disc jockey can avail himself of numerous time-saving and research-saving jobs by making use of such BMI special services as:

CONTINUITY SCRIPTS—wide variety of select programs that are entertaining and saleable.

COPYRIGHT RESEARCH—thorough, up-to-the-minute information on music clearance, a complete basic catalogue and regular supplements of newly published music provided at all times.

BMI PIN UP SHEETS—convenient and timely reference to the current pop song hits and Folk leaders...issued monthly.

HOLIDAY MUSIC—suggestions of appropriate music for seasonal and holiday events.

NEWSLETTER—personal monthly message to the BMI family. An exchange of radio and music ideas.

DISC DATA—valuable reference to records and biographical data of outstanding performers.

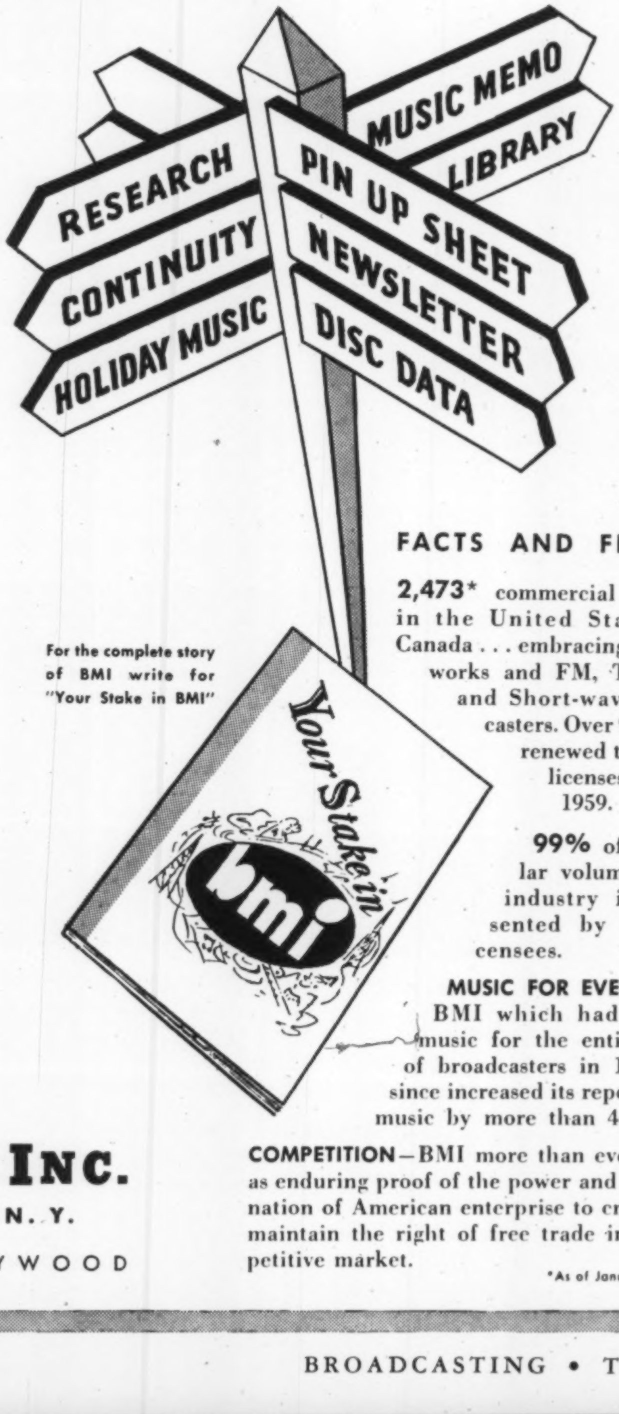
BMI MUSIC MEMO—monthly informational bulletin. The radio man's guide to BMI music...contains Recordata and Pin Up Patter.

MODEL MUSIC LIBRARY COURSE—practical application of the station's music library operation.

MUSIC DISTRIBUTION—music of every type, published by BMI and affiliated publishers, as well as records, mailed to stations regularly.

PRACTICAL PROGRAMS—highly helpful as participating shows ...12 full hours of record programming issued monthly.

Other special services are introduced periodically



For the complete story of BMI write for "Your Stake in BMI"

FACTS AND FIGURES

2,473* commercial licensees in the United States and Canada . . . embracing all networks and FM, Television and Short-wave broadcasters. Over 90% have renewed their BMI licenses through 1959.

99% of the dollar volume in the industry is represented by BMI licensees.

MUSIC FOR EVERY NEED

BMI which had enough music for the entire needs of broadcasters in 1941, has since increased its repertoire of music by more than 450%.

COMPETITION—BMI more than ever stands as enduring proof of the power and determination of American enterprise to create and maintain the right of free trade in a competitive market.

*As of January 1, 1949

BROADCAST MUSIC, INC.

580 FIFTH AVENUE, NEW YORK 19, N. Y.

NEW YORK • CHICAGO • HOLLYWOOD

BMI

first in television music

BMI has long been ready for television. Since 1940 it has granted the unrestricted right to perform its music in television broadcasting.

At present BMI is the only major performing rights organization that serves or can serve television on the same basis as audio broadcasting.

An ever increasing BMI catalog—*widely diversified from classics to be-bops*—gives television broadcasters a complete service of music for every type of program.

In the future, too, BMI pledges all of its facilities and all of its cooperation in helping television pioneers, whether broadcasters or film producers, meet every musical need on the road ahead.

RECORDED
BRIDGES MOODS INTERLUDES
BROADCAST MUSIC INCORPORATED

For Appropriate Television Music

BRIDGES • MOODS • INTERLUDES

BMI has compiled a classified and cross-indexed reference book especially designed for television programming.

It is particularly helpful wherever descriptive mood music or background music is necessary.

You don't have to be a musical expert to make the most of this BMI service. For *"Bridges, Moods, Interludes"* is based on recorded music readily available to any telecaster.

Write to BMI for your copy and for regular monthly supplements

BROADCAST MUSIC, INC.

580 FIFTH AVENUE, NEW YORK 19, N. Y.

NEW YORK • CHICAGO • HOLLYWOOD

RADIO, TV PROGRAM PRODUCTION, TRANSCRIPTION AND RELATED SERVICES

(Continued from page 416)

KNICKERBOCKER PRODUCTIONS Inc.
1600 Broadway, New York 19; Tel.: Circle 6-9850; Howard A. Lesser, president.
Services: TV film production.

KNOWLEDGE BUILDERS
625 Madison Ave., New York; Tel.: Eldorado 5-2848; John R. McCrory, manager.
Services: TV educational subjects.

L

A. B. LANDAU ADV. AGENCY
270 Broadway, New York 7; Tel.: Rector 2-5341; Paul Berkowitz, manager.
Services: Production, scripts, talent.

LANG-WORTH FEATURE PROGRAMS
113 W. 57th St., New York 19; Tel.: Circle 6-7410; C. O. Langlois, president.
Services: Production, package programs, transcription library, talent, TV film production.

LAWRENCE PRODUCTIONS
6700 Sunset Blvd., Hollywood 28; Tel.: Granite 5543; B. Eaton Lawrence, owner.
Services: Transcribed radio shows.

JULIAN LESSER PROGRAMS
9336 W. Wash. Culver City, Cal.; Tel.: Texas 0-2931; Julian Lesser, manager.
Services: TV films.

TED LESSER AGENCY
8820 Sunset Blvd., Los Angeles 46; Tel.: Crestview 1-5169.
Services: Talent.

GENE LESTER TELEVISION PRODUCTIONS
1487 N. Vine St., Hollywood 28; Tel.: Hillside 7287; Gene Lester.
Services: TV film programs.

LEVEE-STARK INC.
119 Beverly Drive, Beverly Hills; Tel.: Crestview 1-5781; Ben Benjamin, manager.
Services: Talent.

W. BIGGIE LEVIN AGENCY
612 N. Michigan Ave., Chicago 11; Tel.: Superior 7-0506; W. Biggie Levin, manager.
Services: Scripts, production talent, TV live & film shows.

JACK LEWIS THEATRICAL ENTERPRISES
1564 Broadway, New York 19; Tel.: Plaza 7-0412.
Services: Production, talent, scripts.

LESTER LEWIS ASSOCIATES
1 Christopher St., New York 14; Tel.: Watkins 4-8582; Lester Lewis, manager.
Services: Production, scripts, Radio & TV talent.

MARLO LEWIS
234 W. 44th St., New York; Tel.: Longacre 4-0800; Marlo Lewis, executive vice president.
Services: Recording, program production, transcriptions, scripts.

LIBRA FILM DISTRIBUTORS & PRODUCERS
6525 Sunset Blvd., Hollywood; Tel.: Gladstone 7960; C. M. McCoy, manager.
Services: TV films, rentals.

LICHTIG-ENGLANDER AGENCY
8776 Sunset Blvd., Los Angeles 46; Tel.: Crestview 1-2141; Harry Lichtig, Ray Cooper, managers.
Services: Talent.

LIEB BROTMAN STUDIO
14 W. 58th St., New York; Tel.: Plaza 3-9355; Leo Lieb, manager.
Services: TV films.

LIFE-TONE TRANSCRIPTIONS
2013 Peoria Ave., Peoria 4; Tel.: 2-9443; Norris John Buechele, president.
Services: Recording, production, transcriptions, package programs, TV film.

ROBERT LIGHT PRODUCTIONS INC.
Taft Bldg., Hollywood; Tel.: Hudson 2-3277; Robert W. Light, manager.
Services: TV films.

ART LINICK ENTERPRISES
400 N. Michigan Ave., Chicago 11; Tel.: Superior 7-3311; Art Linick, manager.
Services: Production.

LION TELEVISION PICTURES CORP.
RKO Bldg., New York; Earle W. Hammons, president.
Services: TV production and distribution.

BOB LOEWI PRODUCTIONS INC.
255 A E. 49th St., New York; Tel.: Murray Hill 8-2600; Bob Loewi, manager.
Services: TV films.

THE W. E. LONG Co.
155 N. Clark St., Chicago 1; Tel.: RAndolph 6-4606; Harold Gingrich, director, radio division.
Services: Transcriptions.

PHILLIPS H. LORD INC.
501 Madison Ave., New York 22; Tel.: Plaza 5-2211; Phillipps H. Lord, president, John O. Ives, vice president, Dorothy E. Levy, manager.
Services: Package productions.

LOTT-JOHNSON COMMERCIAL FILM PRODUCTIONS
1680 N. Vine St., Hollywood 28; Tel.: Granite 8367; Davis N. Lott, president.
Services: Commercial film for TV.

LOUCKS & NORLING STUDIOS
245 W. 55th St., New York; Tel.: Columbus 5-6974; A. H. Loucks, manager.
Service: TV films.

LOWE RADIO FEATURES
6121½ Selma Ave., Hollywood 28; Tel.: Hempstead 8870; Joseph Lowe, president.
Services: Production, package programs, scripts.

ESTELLE LUTZ ARTISTS BUREAU
25 E. Jackson Blvd., Chicago 4; Tel.: Harrison 7-3435; Estelle Lutz, manager.
Services: Production, talent, scripts, TV shows.

A. & S. LYONS INC.
515 Madison Ave., New York 22; Tel.: Plaza 3-5181; Irene Etkin, manager.
Services: Talent, package production.
Beverly Hills—356 N. Camden Drive. Tel.: Crestview 1-6131.

HERBERT LYTTON PRODUCTIONS
6700 Sunset Blvd., Hollywood 28; Tel.: Granite 3784; Herbert Lytton, manager.
Services: Live transcribed shows.

M

MANAGEMENT CORP. OF AMERICA
745 Fifth Ave., New York 22; Tel.: Plaza 5-8900; Herbert I. Rosenthal, vice president.
Services: Production.

GENE MANN INC.
2700 N. Vermont, Los Angeles 27; Tel.: Normandy 2-8115; Gene Mann, manager.
Services: Talent.

THE MARCH OF TIME
269 Lexington Ave., New York; Tel.: Circle 5-4400; C. W. Pennock, manager.
Services: TV films.

MASTER MOTION PICTURE CO.
50 Piedmont St., Boston; Tel.: Hancock 6-3592; Maurice Master, manager.
Services: TV films.

ROBERT MAXWELL ASSOCIATES
480 Lexington Ave., New York 17; Tel.: Plaza 9-5700; Robert Maxwell, manager.
Services: Production, package programs.

MAYFAIR TRANSCRIPTION CO.
8511 Sunset Blvd., Hollywood 46; Tel.: Crestview 1-8151; B. A. Joslin, exec. vice president.
Services: Production, transcription.

C. P. MacGREGOR ELECTRICAL TRANSCRIPTIONS
729 S. Western Ave., Los Angeles 5; Tel.: Fitzroy 4191; C. P. MacGregor, owner.
Services: Transcribed music library, package programs.
New York—342 Madison Ave., Tel.: Vanderbilt 6-0492; Nat V. Donato, Eastern manager.

McCOLLUM PICTURE PRODUCTIONS
4557 Produce Plaza, Los Angeles 11; Tel.: Jefferson 8255; J. L. McCollum, producer.
Services: TV film production, talent, scripts, recording.

McLARTY PICTURE PRODUCTIONS
45 Stanley St., Buffalo, N. Y.; Tel.: Taylor 0332; Henry D. McLarty, manager.
Services: TV films.

ALEXANDER McQUEEN & ASSOC.
5222 N. Lakewood Ave., Chicago 40; Tel.: Ravenswood 8-9010; Alexander McQueen, owner.
Services: Scripts, talent.

MELOTONE RECORDING STUDIO
25 Central Park W., New York 23; Tel.: Circle 6-1366; Mera M. Weinstock, manager.
Services: Recording, transcriptions.

EDWARD MELTZER RADIO PRODUCTIONS
64 E. Jackson Blvd., Chicago 4; Tel.: Sheldrake 3-2680; Edward Meltzer, manager.
Services: Transcriptions, productions, scripts, TV.

ROBERT P. MENDELSON PRODUCTIONS
277 Delaware Ave., Buffalo 2; Tel.: Cleveland 0723; Robert P. Mendelson, Richard H. Ullman, partners.
Services: Transcribed programs, singing announcements, package shows.

MENZIES-FINNEY PRODUCTIONS
8822 Wash. Blvd., Culver City. Cal. Tel.: Texas 0-2761; Wm. C. Menzies, manager.
Services: TV film commercials.

MERCURY INT'L PICTURES INC.
1415 Coast, Corona del Mar, Cal.; Tel.: Harbor 1212; V. E. Ellsworth, manager.
Services: TV films, rentals.

MERRITT PRODUCTIONS INC.
(See Joseph Bloom listing.)

METRO ARTIST BUREAU
730 Fifth Ave., New York 19; Tel.: Circle 5-8470; Ted Nelson, manager.
Services: Talent.

METROPOLITAN BCSTG. SERVICE LTD.
21 Dundas Sq., Toronto 6; Tel.: Adelaide 0181; Don E. Wright, manager.
Services: Production, recording, talent.

METROPOLITAN RECORDING STUDIOS
1697 Broadway, New York 19; Tel.: Circle 7-3428; David Roth, president.
Services: Recording, transcriptions, production.

CHARLES MICHELSON INC.
23 W. 47th St., New York 19; Tel.: Plaza 7-0695; Charles Michelson, president.
Services: Transcriptions, package programs, sound effects.
Los Angeles—1344 S. Flower St. Tel.: Prospect 2035; Philip Johnson, manager.
Richmond, Ind.—S. 1st & B Sts., Tel.: 1117; Harry Gennett Jr., manager.
Toronto—394 Bay St., Tel.: Waverly 4635; Garry J. Carter, manager.
Sidney, Australia—29 Bligh St., Tel.: BW 4681; Grace Gibson, manager.
Johannesburg, South Africa—127 Anderson St., H. M. Boesch, manager.
London, England—Holme Lacy Rd. Tel.: Hereford 2-940; E. R. Voight, manager.

MICHELSON & STERNBERG INC.
23 W. 47th St., New York 19; Tel.: Plaza 7-1269; A. Michelson, president.
Services: Exporters of electrical transcriptions, and sound effects records.

MICHIGAN FILM LIBRARY
14540 Grand River Ave., Detroit; Tel.: Vermont 7-3706; Alban J. Norris, manager.
Services: TV religious films.

MIDWEST FILM STUDIOS
1740 Greenleaf Ave., Chicago; Tel.: Sheldrake 1239; Alfred K. Levy, manager.
Services. TV films.

MILLER BROADCASTING SYSTEM Inc.
113 W. 57th St., New York 19; Tel.: Circle 6-0141; James A. Miller, president.
Services: Millertape recording.

MODANDRED SERVICE
34 New York Ave., N. E., Washington 2, D. C., Tel.: North 1205; Charles H. Robinson, manager.
Services: Transcribed public service programs.

MOGULL'S
60 W. 48th St., New York; Tel.: Plaza 7-1414; Charles Mogull, manager.
Services: TV films.

MONARCH PROGRAM LIBRARY Inc.
933 Milwaukee Way, Denver 9; Tel.: Pearl 1178; Robert W. Fouse, president.
Services: Transcription library, package programs, recording.

(Continued on page 422)

REK-O-KUT
G2 TRANSCRIPTION TURNTABLE

America's most popular line of quality recorders

Here's TOP PERFORMANCE because it's PRECISION plus

Here's a transcription turntable that exceeds the requirements of the National Association of Broadcasters for 16" Dual Speed Transcription Turntables.

The Model G-2 is acknowledged to be the finest rim driven turntable available. Users obtain thousands of hours of trouble free performance.

For professional performance at home with the NEW L.P. MICRO-GROOVE RECORD it's the REK-O-KUT T-12 — dual speed 12" transcription turntable.

Send for free booklet

REK-O-KUT COMPANY, INC.
38-01 QUEENS BOULEVARD, LONG ISLAND CITY 1, N.Y.

QUIET PLEASE
PEOPLE
LISTENING
RECORDING DISCS
Soundcraft

Thousands of Soundcraft discs are leaving the factory daily to find their way into the broadcasting stations and recording studios of the world as mediums for reproduction of the programs people listen to.

Twenty-five Soundcraft types and sizes are job-proven for every need from transcribing a spot announcement to originals for micro-groove record releases. Twenty-five prices run the gamut from the premium super disc, the 'Broadcaster', and the professional quality, competitive 'Playback' to the budget-saving 'Auditions' and single face types.

Soundcraft's recording surface, due to micro-filtering of the "acetate" and electrostatic dust elimination in the drying air, can be counted on for quiet, sure-fire cutting free from mysterious noisy patches, grey rings and stylus failures. Thanks to complete weather making equipment and scientific controls Soundcraft manufacturing operations are independent of seasons. Because Soundcraft discs are uniform, the recordist can *predict* results.

Clip the coupon for your copy of "How Soundcraft discs are made", names of your nearest distributors, and a sample disc to meet any requirement of quality and price you may wish to outline.

To: REEVES SOUNDCRAFT CORP.
10 E. 52nd St., N. Y. 22, N. Y.

Please send story, distributor list, and free sample Soundcraft disc to

Name..

Company..

Address..

REEVES Soundcraft CORP.
10 EAST 52nd STREET • NEW YORK 22, N.Y.
Export Address
REEVINTER, N. Y.

The 'Broadcaster' The 'Playback' The 'Audition' The 'Maestro'

"HOPALONG CASSIDY"

WILLIAM BOYD

YOU KNOW IT'S COMMERCIAL! Every man, woman and child in America knows the name "HOPALONG CASSIDY" and over sixty million of them are already loyal and faithful fans.

THIRTEEN YEARS OF MOTION PICTURE POPULARITY BEHIND IT! (NO OTHER RADIO SERIES CAN MAKE THIS CLAIM!) An action-packed film trailer will be shown in over 10,000 theatres announcing the radio series! "HOPALONG CASSIDY" comes to radio with a fabulous following . . . a ready made audience for sponsors!

GIVE THE LISTENERS QUALITY! The revolt against second-rate shows is spreading! Don't be caught with your ratings down . . . when you can buy "HOPALONG CASSIDY" and get the finest production, top writing, and custom tailored music!

MERCHANDISING GIMMICKS! PROMOTIONAL TIE-INS! Stunts to make your listeners BUY THE PRODUCT!

52-30 minute episodes available.
Rates and auditions *on request.*

($3 deposit on audition, refunded on return of disc.)

Commodore Productions
and Artists, Inc.

1350 N. HIGHLAND, HOLLYWOOD 28, CALIF. — HO 8229

PRODUCTION, TRANSCRIPTION, TV FILM SERVICES
(Continued from page 420)

MONTER-GRAY INC.
8736 Sunset Blvd., Hollywood 46; Tel.: Crestview 1-1191; Edward M. Gray, manager.
Services: Talent.

MOONBEAMS BROADCASTS INC.
8 W. 45th St., New York 19; Tel.: Murray Hill 2-7471; George Shackley, president.
Services: Live and transcribed radio and TV scripts, production.

LEO MORRISON INC.
328 S. Beverly Drive, Beverly Hills; Tel.: Crestview 1-9191.
Services: Talent.

CARLTON E. MORSE PRODUCTIONS
1500 N. Vine St., Hollywood 28; Tel.: Hollywood 6161; Clinton E. Twiss, manager.
Services: TV film programs, production.

MORTON RADIO PRODUCTIONS INC.
360 N. Michigan Ave., Chicago 1; Tel.: Central 6-4144; Morton Jacobson, president.
Services: Transcribed radio, TV shows.

MOTION PICTURE ENTERPRISE
367 W. Spazier, Burbank, Cal.; Tel.: Charleston 6-5032; F. W. Gabourie, Jr., manager.
Services: TV educational film subjects.

MOTION PICTURE SERVICE CO.
125 Hyde St., San Francisco; Tel.: Ordway 3-9162; Gerald L. Karski, manager.
Services. TV films, newsreels.

MOTION PICTURE PRODUCTIONS INC.
620 W. Superior Ave., Cleveland; Tel.: Prospect 4900; Donald C. Jones, manager.
Services: TV films, newsreels.

MOVIE ADVERTISING BUREAU
70 E. 45th St., New York; Tel.: Murray Hill 6-3717; H. G. Christensen, manager.
Services: TV films.

MARTIN MURRAY PRODUCTION Inc.
5746 Sunset Blvd., Hollywood 28; Tel.: Hollywood 0022; Martin Murray, president.
Services: TV film.

MUSIC CORPORATION OF AMERICA
745 Fifth Ave., New York; Tel.: Wickersham 2-8900; David Werblin, manager.
Services: TV films, rentals, talent.

MUZAK CORP.
229 4th Ave., New York 19; Tel.: Orchard 4-7400; Harry E. Houghton, president.
Services: Wired music.

N

NASSOUR STUDIOS
5746 Sunset Blvd., Hollywood 28; Tel.: Hollywood 7381; Edward Nassour, owner.
Services: TV film programs.

NATIONAL BROADCASTING CO.
30 Rockefeller Plaza, New York 20; Tel.: Circle 7-8300; Robert W. Friedheim, manager.
Services: Recording, production, scripts, transcriptions, Thesaurus.
Washington 5—Trans-Lux Bldg., Tel.: Republic 4000; Eugene Juster, manager.
Chicago—Merchandise Mart, Tel.: Superior 8300; Scott Keck, manager.
Hollywood—Sunset & Vine, Tel.: Hollywood 6161; Alfred M. Wooley, manager.

NATIONAL CONCERT AND ARTISTS CORP.
711 Fifth Ave., New York 22; Tel.: Plaza 3-0820; Marks Levine, president; O. O. Bottorff, chairman of the board.
Chicago—Bankers Bldg.; Tel.: Dearborn 5813; D. L. Cornetet, manager.
Los Angeles 13—Philharmonic Audit. Bldg.; Tel.: Madison 9-1241; Alexander F. Hass, manager.
(Artists' management and booking; package shows, live TV shows, transcriptions.)

NATIONAL FILM SERVICE, INC.
1225 Vine St., Philadelphia 7; Tel.: Locust 7-6765; Wm. J. Clark, manager.
Services: TV film.

NATIONAL LAUGH WEEK FOUNDATION
104 E. 40th St., New York 16; Tel.: Murray Hill 3-8816; George Lewis, director; Ruth Sudler, Women's Div.
Services: Talent.

NATIONAL PRODUCTIONS
1415 K St., N. W., Washington 5; Tel.: Executive 5834; Robert J. Enders, manager.
Services: Transcriptions, production, talent, package programs, TV live & film shows.

NATIONAL SCREEN SERVICE CORP.
630 Ninth Ave., New York 19; Tel.: Circle 6-5700; Melvin L. Gold, director of advertising.
Services: TV live & film production.

NATIONAL SOUND CORP.
1841 Broadway, New York 23; Tel.: Columbus 5-5430; Albert B. Green, president.
Services: Phonograph records.

NEAL-MORGAN Inc.
Michigan Bldg., Detroit 26; Tel.: Woodward 2-1439; William E. Morgan, president.
Services: Spot campaigns, programs, TV film features.

NEFF RADIO—TV PRODUCTIONS
Stroh Bldg., Detroit 26; Tel.: Woodward 2-3006; M. A. Neff, owner.
Services: Production, talent, recording, package programs, TV live & film shows.

TED NELSON ASSOCIATES
730 Fifth Ave., New York 19; Tel.: Circle 6-8470; Ted Nelson, director.
Services: Radio and TV production, talent, scripts.

NELSON PRODUCTIONS INC.
341 Madison Ave., New York; Tel.: Murray Hill 2-5862; Raymond E. Nelson, manager.
Services: TV films.

NETHERLANDS INFORMATION BUREAU
10 Rockefeller Plaza, New York 20; Tel.: Columbus 5-6216; J. P. Bourdrez, director.
Services: Programs about Holland for AM or TV. Nominal charge for TV services, none for AM.

NEWS REEL LABORATORY
1733 Sansom St., Philadelphia; Tel.: Rittenhouse 6-3892; Louis W. Kellman, manager.
Services: TV films.

NEW TOOLS FOR LEARNING BUREAU
N. J. State Teachers College, Montclair, N. J. Tel.: 2-9210; Prof. Edgar C. Bye, director.
Services: Educational transcriptions.
New York 16—280 Madison Ave., Tel.: Lexington 2-8076; Helen Gill, manager.

NEW WORLD PRODUCTIONS
5746 Sunset Blvd., Hollywood 46; Tel.: Hollywood 5827; T. C. Robinson, owner.
Services: TV film production.

NILES-NELSON ENTERPRISES
8947 Sunset Blvd., Hollywood 46; Tel.: Crestview 5-4305; Ken Niles, president.
Services: TV live & film features, hunting & fishing shorts.

BERT NEVINS Inc.
152 W. 42nd St., New York 18; (See Feature Bureau listing.)

OLIVER W. NICOLL PRODUCTIONS
37 W. 46th St., New York 19; Tel.: Luxemburg 2-5130; Oliver W. Nicoll, executive director.
Services: Transcriptions, productions, scripts, TV programs & packages.

NOCTURNE PRODUCTIONS
88 Diamond Bridge, Hawthorne, N. J. Tel.: Hawthorne 7-1531R; Jack Hartley, general manager.
Services: Scripts, production, recording, TV live & film shows, talent.

MEYER B. NORTH
1564 Broadway, New York 19; Tel.: Plaza 7-3445.
Service: Talent.

NU-ART FILMS INC.
145 W. 45th St., New York; Tel.: Bryant 9-3471; G. W. Hedwig, manager.
Services: TV films.

O

JOHN O'CONNOR
1697 Broadway, New York 19; Tel.: Circle 5-4920; John O'Connor, manager.
Services: Talent, production, scripts.

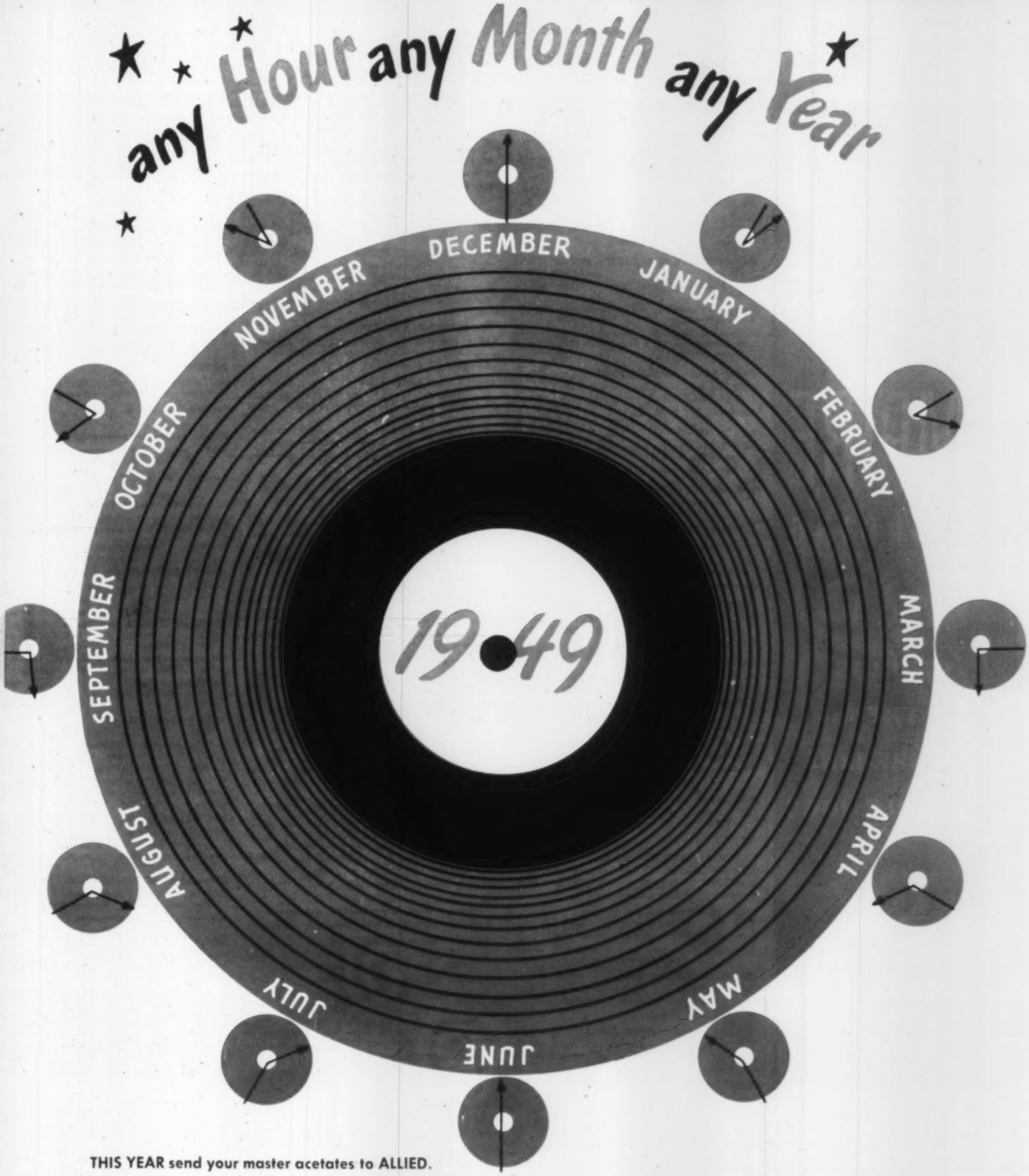
OFFICIAL FILMS Inc.
25 W. 45th St., New York 19; Tel.: Luxemburg 2-1700; Irving Leos, asst. to president.
Services: TV film rental.

LILLIAN OKUN INC.
2 W. 67th St., New York 23; Tel.: Trafalgar 7-8916; Lillian Okun, president.
Services: Women's & children's programs for TV & Radio.

ORION PICTURES INC.
5319 Hollywood Blvd., Hollywood 27; Tel.: Hillside 2010; Al Lane, president & manager.
Services: TV film programs, production & distribution service.

OULMAN TELEVISION PRODUCTIONS INC.
19 Rector St., New York; Tel.: Whitehall 4-1327; R. J. Oulman, manager.
Services: TV entertainment films.

(Continued on page 424)


any Hour any Month any Year
DECEMBER
JANUARY
FEBRUARY
MARCH
APRIL
MAY
JUNE
JULY
AUGUST
SEPTEMBER
OCTOBER
NOVEMBER
1949

THIS YEAR send your master acetates to ALLIED.

Silver nitrate processing of superior quality. Genuine "Vinylite" Brand Plastic pressings.

Non-flexible phonograph records handled specially for SPEEDY DELIVERY!

ALLIED RECORD MANUFACTURING CO., INC.

1041 NORTH LAS PALMAS AVENUE • HOLLYWOOD 38 • TELEPHONE: HOllywood 5107

EMPIRE
RECORDING

STUDIOS
OFF-THE-AIR
OFF-THE-LINE
PORTABLE JOBS

EMPIRE BROADCASTING CORP.
480 LEXINGTON AVE.
NEW YORK 17, N. Y.

RADIO, TV PROGRAM PRODUCTION, TRANSCRIPTION AND RELATED SERVICES

(Continued from page 422)

P

PADULA PRODUCTIONS
331 E. 83rd St., New York; Tel.: Regent 7-8678; Edward Padula, manager.
Services: TV films.

GEORGE PAL PRODUCTIONS
1041 N. McCadden Pl., Hollywood 38; Tel.: Hollywood 1466; Harry Hinkle, manager.
Services: Animated subjects for TV.

PARAMOUNT TELEVISION PRODUCTIONS INC.
1501 Broadway, New York 18; Tel.: Bryant 9-8700.
Services: Recording, TV programs on 35 mm or 16 mm film.
Hollywood 38—5451 Marathon St., Tel.: Hollywood 6363; Klaus Landsburg, West Coast director.

PAUL PARRY PRODUCTIONS
7557 Sunset Blvd., Hollywood; Tel.: Granite 4774; Paul Parry, manager.
Services: TV films.

RAY PATIN
540 S. Parish Pl., Burbank, Calif., Tel.: Charleston 8-1019; Ray Patin, owner.
Services: Animated cartoons for TV.

PAX PRODUCTIONS
177 Post St., San Francisco 8; Tel.: Sutter 1-5022; Carol Levene, director.
Services: Production, package programs.

PEARLTONE TRANSCRIPTION STUDIO
2913 Holcomb St., Des Moines; Tel.: 5-2486; Sidney J. Pearlman, manager.
Services: Recording.

PETERSON RADIO PRODUCTIONS
1457 Broadway, New York 18; Tel.: Wisconsin 7-0069; Donald Peterson, owner.
Services: Religious programs.

PHOTO FILMS
4310 Greenbush, Van Nuys, Cal.; Tel.: State 4-3382; Willard Trumbull, manager.
Services: TV films, newsreels.

GERARD PICK TELEVISION & RADIO PRODUCTIONS
366 Madison Ave., New York 17; Tel.: Vanderbilt 6-3417; Gerard Pick, owner.
Services: Kinescopic recordings, TV production, package programs.

PICTORIAL FILMS INC.
625 Madison Ave., New York; Tel.: Plaza 5-9600; Geo. J. Bonwick, manager.
Services: TV shorts.

PICTORIAL PRODUCTIONS Inc.
1357 N. Gordon St., Hollywood 28: Tel.: Hillside 3108; Jerry Altfilisch, president.
Services: TV film programs.

PIONEER TELEFILMS Inc.
18 E. 48th St., New York 17; Tel.: Murray Hill 8-0780; Ralph Cohn, president.
Services: Producers and distributors of TV live and film entertainment.

POLARIS PICTURES INC.
5859 W. 3rd St., Los Angeles; Tel.: York 8058; J. C. Hutchison, manager.
Services: TV films.

POLISH BROADCASTING BUREAU
754 Fillmore Ave., Buffalo 12; Tel.: Cleveland 6876; Joseph F. Mikolajczak, director.
Services: Polish programs.

POST PICTURES CORP.
115 W. 45th St., New York; Tel.: Longacre 4-7470; Harold Baumstone, manager.
Services: TV films, rentals.

LELAND POWERS SCHOOL INC.
31 Evans Way, Boscton 15; Tel.: Aspinwall 2900; Haven M. Powers, principal.
Services: Talent.

RALPH POWERS PRODUCTIONS
618 N. Calvert St., Baltimore 2; Tel.: Mulberry 6088; Helen Powers, Gen. Mgr.
Services: Transcriptions, scripts, talent, TV live and film subjects.

PREMIER RADIO ENTERPRISES INC.
3033 Locust St., St. Louis 3; Tel.: Newstead 3555.
Services: Recording, production, transcriptions,

PRESS ASSOCIATION INC. (AP)
50 Rockefeller Plaza, New York; Tel.: Circle 6-4111; Oliver Gramling, manager.
Services: News & photo services.

WALTER J. PRESTON
605 N. Michigan Ave., Chicago; Tel.: Whitehall 4-3844.
Services: Production, transcriptions, package programs, talent.

GEORGE LOGAN PRICE INC.
946 S. Normandie Ave., Los Angeles 6; Tel.: Federal 7372; G. L. Price, president.
Services: Transcriptions, production, package programs.

PROCKTER RADIO PRODUCTIONS INC.
1270 Ave. of the Americas, New York 20; Tel.: Circle 6-4091; Bernard J. Prockter, president.
Services: Package programs for radio and TV.

PROGRESSIVE PICTURES
6351 Thornhill Dr., Oakland; Tel.: Olympic 2-0560; Ray Bainbridge, manager.
Services: TV films.

PUBLICIDAD GUASTELLA
L & 23rd St., Vedado, Havana, Cuba; Tel.: F-6655; Radio Dept.: F. Fernandez, radio director & timebuyer.
New York 17—122 E. 42nd St., Tel.: Lexington 2-7450; Jose R. Usategui, manager.
Santiago de Cuba—Tel.: 2791; Emiliano Montes, manager.

R

RADIO ARTISTS CORP.
509 Madison Ave.; New York 22; Tel.: Plaza 3-4670; Bernard L. Schubert, president.
Services: Package shows, transcriptions, talent, management.

RADIO COMICS INC.
241 Church St., New York 13; Tel.: Walker 5-9487; Louis H. Silberkleit, manager, John L. Goldwater, president.
Services: Comic strip characters adapted for radio and television.

RADIO EVENTS INC.
535 Fifth Ave., New York; Tel.: Murray Hill 7-1668; Julienne Dupuy, manager.
Services: Scripts, production, talent.

RADIO FEATURES OF AMERICA
37 W. 46th St., New York 19: Tel.: Luxemburg 2-5130; (see Oliver W. Nicoll listing)

RADIO FEATURES OF AUSTRALIA
31 Macquarie Pl., Sydney, New South Wales; Tel.: Bu. 5995; F. I. L. Barnes, manager.
Services: Australian transcriptions & scripts.

RADIO PRODUCERS OF HOLLYWOOD INC.
1651 Cosmo St., Hollywood 28; Tel.: Hollywood 8318; Lou R. Winston, president.
Services: Package programs, transcribed features.

RADIO PRODUCTION SERVICE
501 Madison Ave., New York 22; Tel.: Plaza 3-8940; Irene Beasley, manager.
Services: Scripts, talent, packaged shows.

RADIO PROGRAM PRODUCTION
1 E. 54th St., New York 22; Tel.: Plaza 5-9800; John L. Clark, president.
Services: Scripts and production.

RADIO PROGRAMAS DE MEXICO, S. A.
Calle de Bucarelei No. 109, Mexico City, Mexico; Tel.: 35-13-73; Clemente Serna Martinez, Pres. & Gen. Mgr.; Adrian R. Lajous, manager.

RADIO PROGRAMME PRODUCERS
1440 St. Catherine St. W. Montreal 25. Tel.: Marquette 1182; Paul L'Anglais, president.
Services: Production, scripts, talent, package programs.

RADIO PROVIDENCE PRODUCTIONS Inc.
Howard Bldg., Providence 3, R. I; Tel.: Gaspee 6893; Frank Jones, president.
Services: Recording, production, transcriptions, package programs, TV shows.

RADIO RECORDERS
7000 Santa Monica Blvd., Hollywood 38; Tel.: Hollywood 3917; J. Joseph Sameth, sales manager.
Services: Recording service.

RADIO RECORDING STUDIOS
1244 Carmen Ave., Chicago 40; Tel.: Edgewater 4-6461; Myron Bachman, manager.
Services: Recording service.

RADIO REPERTORY THEATRE INC.
415 N. Beverly Dr., Beverly Hills; Tel.: Crestview 1-3021; Arthur Kurlan, manager.
Services: Transcribed dramatic shows.

RADIO RESULTS
8641 Escanaba Ave., Chicago 17; Tel.: S. Chicago 8-5374; Mrs. Z. George Jaworowski, manager.
Services: Foreign language advertising.

RADIO SCRIPT SERVICES
218 N. Duke St., Lancaster, Pa. Tel.: Lancaster 3-4337; Dorothy S. Brown, manager.
Services: Script service.

RADIO & TELEVISION CENTER
6000 Sunset Blvd., Hollywood 28; Tel.: Hempstead 6811; J. S. Fredericks, general manager.
Services: Recording, phonograph records, transcriptions, TV live & film.

RADIOVISION CORP.
Box 968, Hollywood; Tel.: Hillside 8208; Walter J. Nelson, manager.
Services: TV shorts.

RADIO WRITERS LABORATORY
RWL Scripts Bldg., Lancaster, Pa. Tel.: 2-1387; Bert von Dorster, director.
Services: Scripts, radio continuity.

RADIOZARK ENTERPRISES
606 St. Louis St., Springfield 4, Mo. Tel.: 3-2800; E. E. Siman Jr., general manager.
Services: Transcriptions, scripts, recording.

RCA VICTOR DIVISION (Record Dept. of RCA)
30 Rockefeller Plaza, New York; Tel.: Columbus 5-2035; J. W. Murray, vice-president.
Services: Recording, phonograph records.
New York— (Recording Studio)—155 E. 24th St., Tel.: Murray Hill 4-6200; James P. Davis, manager.
Chicago—445 N. Lake Shore Dr., Tel.: Whitehall 4600; A. E. Hindle, manager.
Hollywood—1560 N. Vine St., Tel.: Hillside 5171; W. S. Heebner, manager.

RCA VICTOR CO. LTD. (Radio Recording Div.)
Royal York Hotel, Toronto 1. Tel.: Adelaide 3091; L. D. Headley, manager.
Services: English & French production.
Montreal—1050 Lacasse St. Tel.: Wellington 3671; E. T. Traynor, manager.

REC ART STUDIOS
1203 S. Main St., Los Angeles 15; Tel.: Prospect 9232; A. Nazareth, owner.
Services: Recording, transcriptions.

ROLAND REED PRODUCTIONS Inc.
275 S. Beverly Dr. Beverly Hills; Tel.: Crestview 6-1101; Roland Reed, president.
Services: TV film programs.

REEVES SOUND STUDIOS Inc.
304 E. 44th St., New York 19; Tel.: Oregon 9-3550; Chester L. Stewart, manager.
Services: Recording service, TV film.

REGAL TELEVISION PICTURES CORP.
151 W. 46th St., New York; Tel.: Columbus 5-4810; Leo Seligman, manager.
Services: TV films.

THE RELIGIOUS FILM ASSN. INC.
45 Astor Pl., New York; Tel.: Gramercy 7-2397; W. L. Rogers, manager.
Services: TV religious shorts.

RELIGIOUS NEWS SERVICE
381 Fourth Ave., New York 16; Tel.: Murray Hill 4-1463; Louis Minsky, managing editor.
Services: Scripts on religion.

REPUBLIC RADIO FEATURES
64 E. Lake St., Chicago 1; Tel.: State 2-0460; Capico Kapps, director.
Services: Recording, production, transcriptions, package programs, TV live & film shows, talent.

H. P. RICHARDSON ENTERPRISES
19154 Kingsville, Detroit 24; Tel.: Venice 9-0997; Henry P. Richardson, manager.
Services: Transcriptions, package programs, TV shows.

(Continued on page 426)

When you can get... RCA "Know-How" —why take anything less?

"HIS MASTER'S VOICE"

● RCA Victor manufacture of your recordings means a lot both to you and to your prospects: highest quality material... the utmost in record engineering ... the integrity of a world leader with over 50 years of experience and electronic research. If you want to create the best impression, if you want to "sell" a program or audition—think what RCA Victor "KNOW-HOW" can do for *you!* We stand ready to offer you *real service* in custom record manufacture:

- ★ *Most modern manufacturing equipment and facilities in the trade.*
- ★ *High-fidelity phonograph records, and all types of transcriptions of pure Vinylite brand plastic.*
- ★ *Complete facilities for recording and manufacturing slide film and home phonograph type records.*
- ★ *Quick, careful handling . . . fast, efficient delivery service*

Send your masters to your nearest RCA Victor Custom Record Sales Studio:

NEW YORK: 155 East 24th Street
New York 10, N. Y.
MUrray Hill 9-0500

CHICAGO: 445 North Lake Shore Drive
Chicago 11, Illinois
Whitehall 4-2900

HOLLYWOOD: 1016 North Sycamore Avenue
Hollywood 38, California
Hillside 5171

Write for a copy of our Custom Record Brochure!

NBC

For the finest transcription masters, the production services, studios and recording facilities of the National Broadcasting Company, Inc., are available in New York, Chicago, Washington, Hollywood, San Francisco, Cleveland and Denver.

RCA VICTOR DIVISION

CUSTOM RECORD SALES

RADIO, TV PROGRAM PRODUCTION, TRANSCRIPTION AND RELATED SERVICES

(Continued from Page 424)

RICHMAN PRODUCTIONS
10 E. 43rd St., New York 17; Tel.: Murray Hill 2-5854; William Richman, general manager.
Services: Transcriptions, production, package programs, TV live & film shows.

RIETHOF PRODUCTIONS INC.
1776 Broadway, New York; Tel.: Plaza 7-2199; Wm. W. Riethof, manager.
Services: TV films.

RKO-PATHE
625 Madison Ave., New York 22; Tel.: Plaza 9-3600; Jay Bonafield, producer.
Services: TV film shows.

HAL ROACH TELEVISION CORP.
8822 Wash. Culver City, Cal.; Tel.: Vermont 8-2185; Hal E. Roach, manager.
Services: TV films.

DAVID ROBBINS PRODUCTIONS
420 Madison Ave., New York; Tel.: Plaza 9-4477; David Robbins, manager.
Services: TV films.

ROBINSON RECORDING LABORATORIES
2022 Sansome St., Tel.: Locust 7-4731; W. P. Robinson, president.
Services: Recording service.

ROCKETT PICTURES Inc.
6063 Sunset Blvd., Hollywood 28; Tel.: Granite 7131; J. Richard Western, vice president & general manager.
Services: 16 mm TV film production, scripts.

ROCKHILL RADIO
18 E. 50th St., New York 22; Tel .: Plaza 9-7979; Stanley J. Wolf, manager.
Services: Production, recording.

MAURICE ROFFMAN
540 W. 122nd St., New York 27; (Radio & television production.)

ALLEN ROTH RADIO PRODUCTIONS
48 W. 48th St., New York 19; Tel.: Plaza 7-1162; Allen Roth, manager.
Services: Talent, recording, production.

JACK ROURKE PRODUCTIONS
6331 Hollywood Blvd., Hollywood 28; Tel.: Granite 1950.
Services: Production, transcriptions, package programs.

ROXANNE
7th Ave. and 55th St., New York 16; Tel.: Circle 7-3900; Florence Lennon, manager.
Services: Talent, production.

ROYAL RECORDING CO.
601 Ashby Ave., Berkeley 2 Calif. Tel.: Ashberry 3-5453; Arthur Westlund, manager.
Services: Recording service.

RUBY FILM CO.
729 Seventh Ave., New York; Tel.: Circle 5-5640; Edward Ruby, manager.
Services: TV films, rentals.

ART RUSH INC.
California Bank Bldg., Vine St. at Selma, Hollywood 28; Tel.: Hillside 5161.
Services: Talent.

LOREN L. RYDER
6526 Sunset Blvd., Hollywood; Tel.: Granite 3651; Loren L. Ryder, manager.
Services: Recordings.

S

SACK TELEVISION ENT.
308 S. Harwood, Dallas; Tel.: Riverside 6474; Alfred N. Sack, manager.
Services: TV films.

SACKETT TELEVISION PRODUCTIONS
Bankers Bldg., Philadelphia; Tel.: Kingsley 5-7055; Bernard L. Sackett, manager.
Services: TV films.

SACRED RECORDS Inc.
1206 S. Hill St., Los Angeles 15; Tel.: Prospect 1283; Earle E. Williams, president.
Services: Sacred transcription library, religious records.

SAM SAMUELS
1564 Broadway, New York 19; Tel.: Longacre 5-8507.
Services: Talent.

SANFT-COSTA TELEVISION FEATURES
17 E. 42nd St., New York 17; Tel.: Murray Hill 2-6770; Sidney Sanft & Don Costa, producers.
Services: TV live program packages, TV film production.

JAMES L. SAPHIER AGENCY INC.
9538 Brighton Way, Beverly Hills, Tel.: Crestview 1-7231; James L. Saphier, manager.
Services: Production, talent, package programs, TV film shows.

SARRA INC.
200 East 56th St., New York; Tel.: Plaza 3-3790; Cullen Landis, manager.
Services: TV films.

SCANDIA FILMS INC.
220 W. 42nd St., New York; Tel.: Wisconsin 7-7059; Ernest Mattsson, manager.
Services: Swedish films.

BERNARD L. SCHUBERT INC.
509 Madison Ave., New York 22; Tel.: Plaza 3-4670; Bernard L. Schubert, president.
Services: Transcriptions, production, package programs, talent.

SCIENCE PICTURES INC.
642 Lexington Ave., New York; Tel.: Plaza 8-2038; Frances C. Thayer, manager.
Services: TV films.

THE SCRIPT LIBRARY
535 Fifth Ave., New York; Tel.: Murray Hill 7-1668; Julienne Dupuy, manager.
Services: (radio and television): Scripts, packages.

SELECTED RADIO FEATURES
1583 Cross-Roads-of-the-World, Hollywood 28; Tel.: Hempstead 3583; Joe Lowe, vice president.
Services: Package programs, transcriptions.

SELLERS CO.
905½ Main St., Dallas 2; Tel.: Central 5978; J. E. Sellers, manager.
Services: Production & transcription of musi
& comedy shows, talent.

SELS PRODUCTIONS
5220 S. Harper Ave., Chicago 15; T
Butterfield 8-8371; Len Segall, manag
Services: Production, scripts, talent, packa
programs.

SENTINEL PRODUCTIONS Inc.
5746 Sunset Blvd., Hollywood 28; T
Hollywood 7381; Earle Harper, preside
Services: TV live & film production, anima
commercials.

SEPIA PRODUCTIONS
2640½ S. Western Ave., Los Angeles; T
Parkway 4436; Eddie Green, manager.
Services: TV films.

SESAC INC.
475 Fifth Ave., New York 17; Tel.: Mur
Hill 5-5365; K. A. Jadassohn, gene
manager.
Services: Transcription library, package p
grams.

SEVIER RADIO PRODUCTIONS
1563 N.E. 111th St., Miami 38; Tel: 7-37
Lewis Sevier.
Services: Political & public relations reco
ings.

SHERWOOD PICTURES CORP.
1569 Broadway, Brooklyn; Tel.: Glenm
2-6192; T. Marc Sherwood, manager.
Services: TV films.

SHOW PRODUCTIONS INC.
247 Park Ave., New York 17; Tel.: Pl
5-4200; Adrian Samish, president.
Services: Radio and television, productio

BOB SHUTTLEWORTH'S AGENCY
455 Spadina Ave., Toronto 5; Tel.: Kin
dale 9121.
Services: Talent.

W. DAVID SIEVERS
3444 Bentley Ave., Los Angeles 34; T
Vermont 8-1911.
Services: Packaging & producing progr
for radio & TV.

... this labe
PRODUCT OF MUZAK CORPORATION TRANSCRIPTION DIVISION
250 WEST 54th ST., NEW YORK CITY
HERE'S TO YOUR FUTURE IN SALES
Outside Start
Muzak*
LATERAL
33⅓ R.P.M.
TRANSCRIPTION
PRODUCED BY A SATISFIED MUZAK ACCOUNT
REG. U. S. PAT. OFF.
LICENSED UNDER U.S. PATENTS OF WESTERN ELECTRIC COMPANY, INC.
MADE IN U.S.A.

SIMMEL-MESERVEY Inc.
321 S. Beverly Dr., Beverly Hills, Tel.: Crestview 1-0114; Louis Simmel, manager.
Services: TV film subjects, titles & inserts.

SIXTEEN SCREEN SERVICE CO.
6710 Melrose Ave., Hollywood 38; Tel.: Wyoming 1491; Leonard Clairmont, manager.
Services: TV film subjects, titles & inserts.

SKIBO PRODUCTIONS Inc.
165 W. 46th St., New York 19; Tel.: Plaza 7-2265; Patrick E. Shanahan, president.
Services: TV film shows.

STEPHEN SLESINGER INC.
247 Park Ave., New York 17; Tel.: Eldorado 5-2544; Stephen Slesinger, president.
Services: Transcriptions, package programs.

EDWARD SLOMAN PRODUCTIONS
17520 Stretto Way, Pacific Palisades, Calif. Tel.: Santa Monica 5-6558; Edward Sloman, manager.
Services: Transcribed productions, TV film.

THE SMALL COMPANY
8272 Sunset Blvd., Hollywood 46; Tel.: Hollywood 2722.
Services: Talent.

ART SMITH TELEVISION PRODUCTIONS
5746 Sunset Blvd., Hollywood 28; Tel.: Hollywood 7381; Art Smith, manager.
Services: TV film programs.

FLETCHER SMITH STUDIOS Inc.
1585 Broadway, New York 19; Tel.: Circle 6-5280; Fletcher Smith, president.
Services: TV film production, animated commercials.

SONO-CHROME PRODUCTIONS
710 W. 173rd St., New York; Tel.: Wadsworth 8-7080; Nathan Zucker, manager.
Services: TV films.

SORENSEN & CO.
919 No. Michigan Ave., Chicago, Tel.: DElaware 7-5030.
Services: Program production.

SOUND MASTERS Inc.
165 W. 46th St., New York 19; Tel.: Plaza 7-6600; Harold E. Wondsel, president.
Services: TV film production; package programs.

THE SOUND WORKSHOP INC.
418 S. Robertson Blvd., Los Angeles 36; Tel.: Bradshaw 2-3203; Robert E. Grey, president.
Services: Recording, production, transcriptions, package programs, TV film 16 mm subjects.

HENRY SOUVAINE INC.
30 Rockefeller Plaza, New York 20; Tel.: Circle 7-5666; Henry Souvaine, president.
Services: Production, package programs, TV shows.

SIGMUND SPAETH
400 E. 58th St., New York
Tel.: Plaza 8-0879; Sigmund Spaeth. manager.
Services: TV shorts.

SPEAK-O-PHONE RECORDING & EQUIPMENT CO.
23 W. 60th St., New York 23; Tel.: Columbus 5-1350; C. A. Austin, manager.
Services: Recording service.

SPECIAL PURPOSE FILMS INC.
16 E. 58th St., New York; Tel.: Plaza 9-1792; H. W. Howard, manager.
Services: Film production, scripts, animated cartoons.

SPEEDY-Q & GENNETT SOUND EFFECTS
1344 S. Flower St., Los Angeles 15; Tel.: Prospect 2035; Phillip Johnson, manager.
Services: Recorded sound effects.

SPOT FILM PRODUCTIONS INC.
339 E. 48th St., New York 17; Tel.: Plaza 5-0808; Clarence Schmidt, manager.
Services: Sound-on-film recordings; Industrial motion pictures for television.

SPRINGER PICTURES INC.
341 E. 43rd St., New York 17; Tel.: Oregon 9-0966; Richard D. Farrell, manager.
Services: TV films, package progams, industial & educational motion pictures.
Detroit 21—Fisher Bldg.; Tel.: Trinity 1-6220; Ray W. Springer, president.

STAGE 8 TELEVISION PRODUCTIONS
7301 Hollywood Blvd., Hollywood 28; Tel.: Hillside 5915; Patrick Michael Cunning, manager.
Services: Production, package shows, TV film.

STANDARD RADIO TRANSCRIPTION SERVICES INC.
140 N. La Brea, Hollywood 36; Tel.: Webster 9181; Gerald King, president.
Services: Transcription library, recording, scripts, sound effects.
Chicago 1—360 N. Michigan Blvd.; Tel.: State 3153; Milton M. Blink, vice president.
New York 22—One E. 54th St.; Tel.: Plaza 3-6690; Alex Sherwood, vice president.

STAR TRANSCRIPTION, INC.
444 Madison Ave., New York; Tel.: MU. 7-2842; Roy Wilson, Sales manager.
Services: Transcriptions.

CHARLES STARK PRODUCTIONS CORP.
366 Madison Ave., New York 17; Tel.: Murray Hill 7-2186; Charles Stark, president.
Services: Transcribed package shows, TV live & film production.

STARK-GLEN PRODUCTIONS
P. O. Box 891, Santa Fe, N. M.; Tel.: 71-W; Evelyn Stark, co-owner.
Services: Transcribed programs.
Hollywood 28—3221 N. Knoll Dr.; Irma Glen, co-owner.

WILBUR STARK-JERRY LAYTON
551 Fifth Ave., New York 17; Tel.: Murray Hill 7-6320; Wilbur Stark, vice president.
Services: Radio & live TV production, talent, scripts.

STARR PIANO CO.
1344 S. Flower St., Los Angeles 15; Tel.: Prospect 2035; Philip Johnson, secretary.
Services: Sound effects records.

BRUCE FORD STAUDERMAN
242 Audley St., South Orange, N. J.; Tel.: South Orange 2-5650; Bruce Stauderman, manager.
Services: Scripts, production.
New York—109 E. 89th St.; Tel.: Sacramento 2-0737.

STEMPEL-OLENICK AGENCY
717 La Cienaga, Los Angeles; Tel.: Crestview 1-7141; Frank Stempel, Radio Dept.; Julian Olenick, Motion Picture Dept.; Associate Irving Smith, Ben Pearson, director of radio.
Services: Talent.

STERLING FILMS INC.
61 W. 56th St., New York; Tel.: Circle 7-2443; Carl King, manager.
Services: TV films.

STOKEY & EBERT TELEVISION ENTERPRISES
6123½ Selma Ave., Hollywood 28; Tel.: Hudson 2-1241.
Services: TV programs.

STRICKLAND FILM CO.
141 Walton St., N. W., Atlanta; Tel.: Lamar 7991; Robert B. Strickland, manager.
Services: TV films, newsreels.

RICHARD A. STROUT
36 W. 48th St., New York; Tel.: Longacre 5-9800; Richard A. Strout, president.
Services: Transcribed programs, recording, talent, TV film.
Springfield, Mass.—9 Esther St.; Tel.: 6-4997.

STUDIO & ARTISTS RECORDERS
6107 Sunset Blvd., Hollywood 28; Tel.: Hillside 8241; Lewis Finston, manager.
Services: Recording, transcriptions, processing, pressing.

IRVIN PAUL SULDS TELEVISION PRODUCTIONS.
654 Madison Ave., New York; Tel.: Temple 8-6584; Irvin P. Sulds, manager.
Services: TV films.

SUN DIAL FILMS INC.
625 Madison Ave., New York; Tel.: Murray Hill 8-1050; Samuel A. Datlowe, mgr.
Services: TV films.

SUPERMAN
480 Lexington Ave., New York 17; Tel.: Plaza 9-5700; Robert Maxwell, manager.
Services: Production.

JOHN SUTHERLAND PRODUCTIONS INC.
201 N. Occidental Blvd., Los Angeles 26; Tel.: Fairfax 2196; John Sutherland, manager.
Services: Animated & live action TV commercials, film programs.

SWANK FILMS INC.
19 W. 4th St., Dayton 2, O.; Tel.: Hemlock 2379; Jerrold A. Swank, president.
Services: TV film production, scripts.

H. N. SWANSON INC.
8523 Sunset Blvd., Hollywood 46; Tel.: Crestview 1-5115; H. N. Swanson, manager.
Services: Scripts & writers.

(Continued)

appears only on the nation's finest transcriptions

- Recording studios—vertical, lateral and tape
- Gold-sputtered masters—masterpieces of invariable quality
- Muzak-compounded Vinylite
- Transcriptions and phonograph records
- Most advanced methods and facilities
- Experienced, conscientious craftsmanship

All or any of these Muzak specialized services are available to you.

Your next transcription will sound better—and will be better—if processed by Muzak.

Muzak TRANSCRIPTION DIVISION
Reg. U.S. Pat. Off.
a service of Muzak Corporation

ADDRESS ALL INQUIRIES TO: Sales Dept., 250 W. 54th St., New York 19, N. Y. PLaza 7-7700

RECORDING STUDIOS: 151 W. 46th St., N. Y. 19
PROCESSING & PRESSING PLANTS: 250 W. 54th St., N. Y. 19 • Elizabethtown, Kentucky

RADIO, TV PROGRAM PRODUCTION, TRANSCRIPTION AND RELATED SERVICES

(Continued)

THE GEORGE TAGGART ORGANIZATION
48 Bloor St., E., Toronto 5; Tel.: Randolph 3161; George A. Taggart, owner.
Services: Production, talent, TV shows.

HAL TATE RADIO PRODUCTIONS
192 N. Clark St., Chicago 1; Tel.: Randolph 6-6650; Hal Tate, owner.
Services: Package programs, transcriptions.

TECHNISONIC RECORDING LABORATORIES
818 S. Kingshighway, St. Louis 10; Tel.: Franklin 2060; Charles E. Harrison, president.
Services: Recording, transcriptions, TV film.

TEL-AIR ASSOCIATES
366 Madison Ave., New York 17; Tel.: Vanderbilt 6-3417; Seymour Kaplan, partner.
Services: Production of package radio & TV shows.
Los Angeles 46—1350 N. Hayworth; Tel.: Gladstone 2070; Mort H. Singer Jr., partner.

TELAMUSE PRODUCTIONS
295 Madison Ave., New York 17; Tel.: Lexington 2-3195.
Services: TV shows.

TELECAST FILMS INC.
145 W. 45th St.; Tel.: Longacre 4-3853; Robert Wormhoudt, manager.
Services: TV films.

TELECAST PRODUCTIONS INC.
101 Fifth Ave., New York 3; Tel.: Algonquin 4-4300; Myron Zobel, president.
Services: Package programs.

TELE-COLOR-FILMS
853 Seventh Ave., New York 19; Tel.: Circle 7-0575; Tom Seidel, president.
Services: TV film subjects.

TELECOMICS INC.
247 Park Ave., New York 17; Tel.: Eldorado 5-2544; Stephen Slesinger, president.
Services: TV film of syndicated comic strip characters.

TELECOMICS INC.
1154 N. Western Ave., Hollywood 38; Tel.: Gladstone 2591; Dick Moores, manager.
Services: Comic strip & cartoon type film for TV.

TELECONCERTS, INC.
Steinway Hall, New York, N. Y.; Jack Robbins, president.
Services: TV films.

TELEFEATURES INC.
1366 Van Ness, Hollywood; Tel.: Hillside 7341; George Frank, manager.
Services: TV films.

TELEFILM INC.
6039 Hollywood Blvd., Hollywood 28; Tel.: Hollywood 7205; J. A. Thomas, president.
Services: Recording, TV film, 16 mm production facilities for independent producers.

TELENEWS PRODUCTIONS INC.
(Affiliated with INS)
1600 Broadway, New York; Tel.: Circle 7-7364; John H. Tobin, manager.
Services: Newsreels for television.

TELEPICTURES INC.
(see Telecomics Inc., N. Y.)

TELEPIX CORP.
6233 Hollywood Blvd., Hollywood 28; Tel.: Hillside 8351; Robert Newman, manager.
Services: TV film programs, production.

TELEPAK INC.
170 S. Beverly Dr., Beverly Hills, Calif.; Tel.: Crestview 1-0204; Gifford Phillips, president.
Services: Packaging & distribution of TV live & film programs.

TELE-RADIO CREATIONS INC.
540 N. Michigan Ave., Chicago 11; Tel.: Mohawk 4-0015; Betty Miles, vice president.
Services: Live and transcribed shows, TV packages.
Los Angeles 34—2711 Manning Ave.; Tel.: Vermont 8-5570; Frank Gelinas, manager.

SREPCO Nameplates

KMYC
WGTM-FM
WING
WACE
ACE
WMUS
WMUS

Shure 55, 555, 556	WE 633A	RCA 77	RCA 74B Jr. Velocity	WE 639A
Complete with side plates	less side plates	less side plates	less side plates	complete with side plates
$12.00 each	$8.50 each	$8.50 each	$8.00 each	$11.50 each
		with side plates	with side plates	
		$12.00 each	$11.50 each	

These attractive plates are made of sturdy, light-weight cast aluminum with letters and borders raised and satin-finished against the baked crackle-enamel background. Black is standard but red, green, blue, gray or goldenrod may be had for 50¢ additional per plate. The maximum number of letters specified with each plate is standard, but most plates will accommodate additional letters.

In addition to the above, we can furnish plates for Western Electric 630A, 618A, RCA Models 44, 44B, 44BX, 50, 88, MI-6203, MI- 6206; Turner U9S, 99, 999, 211; Amperite PG Series; Electro-Voice 630, 635, 725, 726, 730, 731, V1, V2, V3; Astatic DN, WR20, WR40.

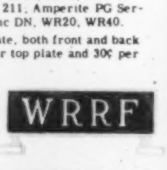
Prices on microphone nameplates include up to 5 letters on top plate, both front and back and on side plates. For each additional letter over 5 add 30¢ for top plate and 30¢ per pair of side plates.

MIKE STAND PLATES

Type 101-S (illustrated) 2-3/4" x 8-1/4". Equipped with brackets for fastening to stand. Price includes 5 letters.
Each $3.25
Type 102-S - same as 101-S but with affiliation letters across top.
Each $3.75

AUTO PLATES

Type 1-A - 2-3/4" by 8-1/4". Price includes up to 5 letters.
Each $2.75
Type 2-A - 2-3/4" by 8-1/4" with affiliation letters at each end. Price includes up to 10 letters.
Each $3.25



In addition to the plates illustrated in this ad, we supply plates for studio door, wall, panel and desk use and an attractive line of lapel buttons.
SEND FOR COMPLETE CATALOGUE

Terms are accorded Broadcast Stations when rated in Dun and Bradstreet or when credit references accompany order.

We pay transportation on nameplates and lapel buttons when order is accompanied with payment in full.

Prices subject to change without notice.

World's largest Distributors of Broadcast Nameplates

SREPCO, Inc.
STANDARD RADIO & ELECTRONIC PRODUCTS
135 E. Second St. · DAYTON 2, OHIO · Tel. FUlton 2174

All prices are net, f.o.b. Dayton, Ohio.

TELESCRIPTIONS
823 Victor Bldg., Washington 1, D. C.; Tel.: Sterling 4650; Edward F. Hooper, general manager.
Services: 16mm animated films, TV commercials.

TELESHO OF CALIF.
725 N. Western Ave., Hollywood 27; Tel.: Gladstone 7680; William Wootten, manager.
Services: TV film production.

TELESPOTS INC.
(see Pioneer Telefilms listing)
Services: Producers and distributors of TV film commercials.

TELEVISION ADVERTISING PRODUCTION INC.
360 N. Michigan Blvd., Chicago; Tel.: State 5941; Ardien B. Rodner, manager.
Services: TV film.

TELEVISION ARTS PRODUCTIONS
111 Sutter St., San Francisco; Tel.: Sutter 1-4551; J. T. Ward, manager.
Services: Cartoon films.

TELEVISION ART ENTERPRISES
4333 Rhodes Ave., No. Hollywood, Calif.; Tel.: Sunset 3-1923; Shamus Culhane, producer.
Services: TV live & film shows.

TELEVISION CARTOONS INC.
361 W. Broadway, New York 13; Tel.: Beekman 3-7176; Robert N. Brotherton, president.
Services: TV film commercials, animated cartoons.

TELEVISION FILMS OF AMERICA
Box 2222, Hollywood 28; Tel.: Hudson 2-4048; Jack Parker, general manager.
Services: TV live & 35 & 16 mm film production, educational TV films, transcriptions, package programs.
Chicago 11—710 Lake Shore Dr.; Tel.: Delaware 5700; A. F. Parker Jr., Mid-West manager.
San Francisco 8—540 Stockton St.; Tel.: Sutter 1-6780; Kay Hyde, manager.

TELEVISION HIGHLIGHTS INC.
1697 Broadway, New York; Tel.: Plaza 7-7073; Sy Weintraub, manager.
Services: TV film.

TELEVISION MOTION PICTURES CO.
1650 Broadway, New York; Tel.: Circle 6-0691; Jack Goldberg, manager.
Services: Films featuring Negroes.

TELEVISION NEWS SERVICE INC.
Chicago, Ill.; L. T. Kreutzig, president.
Services: TV news films.

TELEVISION PICTURE DISTRIBUTING CORP.
3123 W. Eighth St., Los Angeles 5; Tel.: Drexel 3361; Toby Anguish, president.
Services: Motion picture film for TV.

TELEVISION PRODUCTIONS INC.
5451 Marathon St., Los Angeles 38; Tel.: Hollywood 6363; Klaus Landsberg, West Coast director.
Services: TV commercials, video transcription service.

TELEVISION REPORTER PRODUCTIONS
1338 N. Laurel Ave., Hollywood; Tel.: Hillside 0016; Richard Krolik, manager.
Services: TV films.

TELEVISION SCREEN PRODUCTIONS INC.
(see Basch Radio & Television Productions)

TELEVISUAL PRODUCTIONS
1313 Lafayette Bldg., Detroit; Tel.: Woodward 5-0909; H. G. Kerbawy.
Services: TV film.

TELEWAYS RADIO PRODUCTIONS INC.
8949 Sunset Blvd., Hollywood 46; Tel.: Bradshaw 2-1447; Charles A. Kennedy, vice president, chrg. of sales.
Services: Transcribed programs, live package shows.
New York—47 W. 56th St.; Tel.: Columbus 5-1544; Ed. Hochhauser, manager.

MARSHAL TEMPELTON INC.
214 Ford Bldg., Detroit; Tel.: Cadillac 6868; Marshal E. Templeton, manager.
Services: TV film.

ARTHUR TIBBALS
101 S. Robertson, Beverly Hills, Calif.; Tel.: Crestview 5-6984; Arthur Tibbals, owner.
Services: Production, scripts.

TODDY PICTURES INC
723 Seventh Ave., New York; Tel.: Circle 6-9446; Ted Toddy, manager.
Services: TV film.

L. S. TOOGOOD RECORDING CO.
221 N. LaSalle St., Chicago 1; Tel.: Central 6-5275; L. S. Toogood, owner.
Services: Recording service.

TOP PRODUCTIONS (Television On Parade Inc.)
551 Fifth Ave., New York 17; Tel.: Murray Hill 7-0272; Leon Roth, president.
Services: TV live & film programs, scripts, talent.

TOWERS OF LONDON LTD.
37 W. 46th St., New York 19.
(see Oliver W. Nicoll listing)

TOWERS OF LONDON (Canada) LTD.
Montreal Trust Bldg., Toronto; Tel.: Elgin 9296; John Adaskin, general manager.
Services: Syndicated transcriptions.

TRANSAMERICAN BROADCASTING AND TELEVISION CORP.
1 E. 54th St., New York 22; Tel.: Plaza 5-9800; William A. Wasmuth, manager.
Services: Package programs.

TRANSCRIBED RADIO SHOWS
2 W. 47th St., New York 19; Tel.: Luxemburg 2-3530; M. E. Moore, president.
Services: Transcriptions, jingles, package programs.

TRANSCRIPTION SALES INC.
117 W. High St., Springfield 35, O.; Tel.: 2-4974; John F. Hyle, vice president & general manager.
Services: Transcriptions, package programs.
New York 19—47 W. 56th St.; Tel.: Columbus 5-1544; Ed. Hochhauser Jr., manager.
Hollywood 28—6381 Hollywood Blvd.; Tel.: Hollywood 9-5600.
Chicago—612 N. Michigan Ave.; Tel.: Superior 3053.

TRANSFILM INC.
35 W. 45th St., New York 19; Tel.: Luxemburg 2-1400; M. J. Glaubman, sales manager.
Services: TV film, package programs.

TRANSVIDEO CORP OF AMERICA
2 West 46th St., New York; Tel.: Luxemburg 2-1280; George Luttinger, manager.
Services: TV film.

TRENDLE-CAMPBELL ENTERPRISES INC.
Stroh Bldg., Detroit 26.
Services: Transcriptions.

TRIANGLE FILMS
1697 Broadway, New York 19; Tel.: Columbus 5-1403; Dorothea Lee McEvoy, account executive.
Services: Variety TV film subjects, musical TV films.

TV FILM CO.
6039 Hollywood Blvd., Hollywood; Tel.: Hollywood 7205; R. F. Maroney, manager.
Services: TV film.

TV FILM INC.
34-60 32nd St., Astoria, L. I., N. Y.; Tel.: Ravenswood 6-4787; R. V. Pollock, manager.
Services: Commercial TV films.

TV HOUSE INC.
226 W. 47th St., New York 19; Tel.: Plaza 7-3986; Richard Shack, president.
Services: Produce & package live & TV film shows & commercials.

TWENTIETH CENTURY FOX CO.
444 W. 56th St., New York; Tel.: Columbus 5-3320; Peter G. Lavathes, manager.
Services: TV films.

TWIN CITY TELEVISION LAB.
(Division of Beck Studios Inc.)
Lyceum Theatre, Minneapolis 2; Tel.: Lincoln 4708; Joseph H. Beck, executive director.
Services: TV production and facilities.

U

GEORGE ULLMAN AGENCY INC.
8979 Sunset Blvd., Los Angeles 46; Tel.: Crestview 1-5669; George Ullman, manager.
Services: Talent.

RICHARD H. ULLMAN INC.
277 Delaware Ave., Buffalo 2, N. Y.; Tel.: Cleveland 2066.
Services: Transcriptions.

UNITED BROADCASTING CO.
301 E. Erie St., Chicago 11; Tel.: Superior 7-9114; William Klein, manager.
Services: Production, recording, transcriptions.

UNITED FEATURE SYNDICATE INC.
220 E. 42nd St., New York 17; Tel.: Murray Hill 2-3020; Laurence Rutman, editor & general manager.
Services: Newspaper features, comic strips.

UNITED PRESS ASSOCIATION
220 E. 42nd St., New York; Tel.: Murray Hill 2-0400; Leroy Keller, manager.
Services: Newsreel films for TV.

UNITED PRODUCTIONS INC.
654 Madison Ave., New York; Tel.: Templeton 8-8300; Lou Dahlman, manager.
Services: TV newsreels.

UNITED PRODUCTIONS OF AMERICA
4440 W. Olive Ave., Burbank, Calif.; Tel.: Hillside 8244; Stephen Bosustow, president.
Services: Scripts, TV film production, package programs.
New York 21—208 E. 72nd St.; Tel.: Regent 4-7609; William Levitt, director.

UNITED RECORDING ARTIST BUREAU
245 W. 34th St., New York 1: Tel.: Chickering 4-3314; Mark Rubens, manager.
Services: Transcriptions of amateur songs.

UNITED SOUND SYSTEMS
5840 Second Blvd., Detroit 2; Tel.: Madison 0597; James V. Siracuse, manager.
Services: Recording, production, scripts, talent, TV film.

UNITED WORLD FILMS INC.
445 Park Ave., New York; Tel.: Plaza 9-1200; Stephen Alexander, manager.
Services: TV films.

UNITEL INC.
1730 N. Las Palmas Ave., Hollywood 28; Tel.: Hollywood 7572; Stanley Simmons, president.
Services: TV film spots, programs.

U. S. RECORDING CO.
1121 Vermont Ave., N. W., Washington 5; Tel.: Sterling 3626; Joseph Tait, general manager.
Services: Recording, package programs, studio service for broadcast stations.

UNIVERSAL RECORDERS
757 Hollywood Blvd., Hollywood 28; Tel.: Hollywood 8282; Will H. Voeller, manager.
Services: Transcriptions, recording.

UNIVERSAL RECORDING CORP.
20 N. Wacker Drive, Chicago 6; Tel.: Andover 3-6233; A. B. Clapper, vice president.
Services: Recording, production, transcriptions, package programs, TV film.

UNUSUAL FEATURES SYNDICATE
33 N. Michigan Ave., Chicago 1; Tel.: Franklin 3862; Dean Schaefer, owner.
Services: Transcriptions, TV spots, scripts.

V

VALLEE VIDEO INC.
611 Santa Monica Blvd., Hollywood 38; Tel.: Hillside 6118; Rudy Vallee, president & manager.
Services: TV film programs.

THOMAS J. VALENTINO INC.
600 Broadway, New York 19; Tel.: Circle 6-4675; Thomas J. Valentino, president.
Services: Sound effects records, transcriptions, TV film (health).

VIDEO ASSOCIATES INC.
515 Madison Ave., New York; Tel.: Plaza 3-7966; Philip Vrodsky, manager.
Services: TV films.

VIDEO EVENTS
535 Fifth Ave., New York 17; Tel.: Murray Hill 7-1668; Julienne Dupuy, president.
Services: TV live and film shows.

VIDEO VARIETIES
510 W. 57th St., New York; Tel.: Circle 7-2062; George G. Goman, manager.
Services: TV films.

VIDEOR PRODUCTIONS
34 S. 17th St., Philadelphia; Tel.: Locust 4-3966; Franklin O. Pease, manager.
Services: TV film.

CHICK VINCENT CO.
509 Madison Ave., New York 22; Tel.: Eldorado 5-0734; Chick Vincent, owner.
Services: Radio & TV package programs, TV film.

OWEN VINSON & CO.
845 N. Gramercy Pl., Hollywood 28; Tel.: Granite 3368; Owen Vinson, owner.
Services: Production, package programs, recording.

J. FRANKLYN VIOLA
152 W. 42nd St., New York 18; Tel.: Chickering 4-3254; J. Franklyn Viola, president.
Services: Recording, program production, scripts, talent.

VIRGINIA DOAK AGENCY INC.
1523 N. Hudson Ave., Hollywood 28; Tel.: Hempstead 0293; Virginia Doak, manager.
Services: Scripts, transcriptions, package programs, TV shows.

VISUAL ART FILMS
118 Ninth St., Pittsburgh; Tel.: Atlantic 6333; L. D'Antonio, manager.
Services: Religious films.

VISUAL ARTS PRODUCTIONS INC.
2 W. 46th St., New York 19; Tel.: Luxemburg 2-4047; Max Rosenbaum, president.
Services: TV live & film production.

VISUAL SPECIALISTS INC.
444 Madison Ave., New York; Tel.: Plaza 3-8730; Henry C. Gipson, manager.
Services: TV film.

A. GEORGE VOLCK INC.
9441 Wilshire Blvd., Beverly Hills; Tel.: Crestview 6-3121.
Services: Talent.

W

ROGER WADE PRODUCTIONS
144 W. 55th St., New York; Tel.: Circle 7-6797; Roger Wade, mnaager.
Services: TV film.

C. LAWRENCE WALSH & CO.
801 Brighton Rd., Pittsburgh 12; Tel.: Fairfax 5255; C. Lawrence Walsh, owner.
Services: Industrial & educational TV film subjects, film consultant.

LOUIS WEISS & CO.
4336 Sunset Blvd., Hollywood 27; Tel.: Normandy 1-6883; Adrian Weiss, partner.
Services: Serial motion pictures, shorts for TV.

WELGOT TRAILER SERVICE
630 Ninth Ave., New York; Tel.: Circle 6-6450; Martin Gottleib, manager.
Services: TV film.

RUPE WERLING
Hidden Haven, Chalfont, Bucks County, Penna.; Tel.: Lexington 707; Rupe Werling, owner.
Services: Scripts, new program ideas.

WEST COAST PRODUCTIONS
1908 S. Vermont Ave., Los Angeles 7; Tel.: Republic 2-0621; Milton L. Smith, general manager.
Services: TV commercial spot films.

WEST COAST SOUND STUDIOS
510 W. 57th St., New York; Tel.: Circle 7-2062; G. W. Goman, manager.
Services: TV film.

WFAA RECORDING SERVICE
1122 Jackson St., Dallas 2; Tel.: Riverside 9631; Martin B. Campbell, general manager.
Services: Production, talent, recording.

WIEDERHOLD RECORDING STUDIO
Norton Bldg., Louisville 2; Tel.: Jackson 7808; Geo. Wiederhold, manager.
Services: Recording, transcriptions, talent, TV shows.

AUSTIN WILDER
745 Fifth Ave., New York 22; Tel.: Plaza 3-8034.
Services: Talent.

WILDING PICTURE PRODUCTIONS INC.
1345 Argyle St., Chicago 40; Tel.: Longbeach 1-8410; C. H. Bradfield Jr., president.
Services: Motion pictures for TV application.
New York 17—385 Madison Ave.; Tel.: Plaza 8-1727; J. W. Inglefield, vice president.
Cleveland 15—Swetland Bldg.; Tel.: Cherry 8164; Jack Rheinstrom, vice president.
Detroit 24—4925 Cadieux Rd.; Tel.: Tuxedo 2-4600; Ralph Cattell, vice president.
Los Angeles 34—5981 Venice Blvd.; Tel.: Webster 0183; Harold Strotz, vice president.
St. Louis—722 Chestnut St.; Tel.: Chestnut 3707; James Darst.

JOE WILLIAMS
1650 Broadway, New York 19; Tel.: Circle 5-9422.
Services: Talent.

WILLOUGHBY PICTURES INC.
1600 Broadway, New York; Tel.: Circle 6-9580; E. T. Anderson, manager.
Services: Religious films.

HAL WILSON RADIO PRODUCTIONS
6000 Sunset Blvd., Hollywood 28; Tel.: Hollywood 1714; Hal Wilson, owner.
Services: Production, packaged shows, transcriptions, TV shows.

WINIK FILMS INC.
625 Madison Ave., New York; Tel.: Plaza 3-0684; Leslie Winik, manager.
Services: TV films.

LOU R. WINSTON CO.
(see Radio Producers of Hollywood Inc.)

WITTE RADIO PRODUCTIONS
1064 S. Genessee Ave., Los Angeles 35; Tel.: Webster 8716; I. Oscar Witte, manager.
Services: Transcriptions, package programs.

WLS ARTIST BUREAU
1230 Washington Blvd., Chicago 7; Tel.: Monroe 6-9700; George Ferguson, manager.
Services: Talent.

WMCA ARTISTS BUREAU
1657 Broadway, New York 19; Tel.: Circle 6-2200; Louis Wacks, manager.
Services: Talent.

WOLF ASSOCIATES INC.
420 Madison Ave., New York 17; Tel.: Plaza 5-7620; Edward Wolf, manager.
Services: Production.

RAPHAEL G. WOLFF STUDIOS
1714 N. Wilton Pl., Hollywood 28; Tel.: Granite 6126; Raymond Ring, TV manager.
Services: TV film programs, production facilities.

WOR ENTERTAINMENT DEPT.
1440 Broadway, New York 18; Tel.: Longacre 4-8000; Nat M. Abramson, manager.
Services: Talent.

WOR RECORDING STUDIOS
1440 Broadway, New York 18; Tel.: Longacre 4-8000; Henry B. Lockwood, manager.
Services: Recording, scripts, talent.

WORLD BROADCASTING SYSTEM INC.
501 Madison Ave., New York 22; Tel.: Murray Hill 8-4700; John L. Sinn, president.
Services: Production, transcriptions, scripts, package programs, transcription library.
Chicago 1—360 N. Michigan Ave.; Tel.: Franklin 2-8917; W. C. Hutchings, divisional manager.
Cincinnati 6—1529 Madison Road; Tel.: Plaza 1323; Samuel Glueck, promotion director.
Hollywood 28—Equitable Bldg.; Tel.: Hempstead 5141; M. Marquardt, divisional manager.

THE WORLD TODAY INC.
450 W. 56th St., New York; Tel.: Circle 5-5067; Maynard Gertler, manager.
Services: Travel films.

WORLD VIDEO INC.
718 Madison Ave., New York; Tel.: Regent 4-6615; Henry S. White, manager.
Services: TV film.

WPIX INC.
(N. Y. Daily News)
220 E. 42nd St.; Tel.: Murray Hill 2-1234; Robert L. Coe; manager.
Services: TV film, newsreels.

WRIGHT-SONOVOX INC.
6331 Hollywood Blvd., Hollywood 28; Tel.: Hollywood 3614; John T. Abbott, manager.
Services: Sound articulation.
Chicago 1—180 N. Michigan Ave.; Tel.: Franklin 6373; J. M. Gleason, manager.
New York 22—444 Madison Ave.; Tel.: Plaza 5-4130; E. C. Redding, manager.

CARTER WRIGHT RADIO TELEVISION PRODUCTIONS
1707 N. Hudson Ave., Hollywood 28; Tel.: Hollywood 3636; Carter Wright, manager.
Services: Recording, production, TV programs, transcriptions, talent.

WYNN WRIGHT ASSOCIATES
4 E. 53rd St., New York 22; Tel.: Plaza 3-4417; Wynn Wright, owner.
Services: Production, package programs, TV live & film subjects.

Z

FREDERIC W. ZIV CO.
1529 Madison Rd., Cincinnati 6; Tel.: Plaza 1323; Frederic W. Ziv, president.
Services: Transcribed programs, package shows, TV live & film subjects.
New York 22—501 Madison Ave.; Tel.: Murray Hill 8-4700; John L. Sinn, exec. vice president.
Hollywood 28—6253 Hollywood Blvd. at Vine; Tel.: Hempstead 3248; N. L. Rogers, divisional manager.
Chicago 1—360 N. Michigan Ave.; Tel.: Franklin 8917; Edward J. Broman, divisional manager.

ZIV TELEVISION PROGRAMS INC.
1529 Madison Rd., Cincinnati 6; Tel.: Plaza 1323; Paul Blair, sales manager.
Services: TV live & film programs.
New York 22—501 Madison Ave.; Tel.: Murray Hill 8-4700; John L. Sinn, president.
Hollywood 28—Equitable Bldg.; Tel.: Hempstead 3248; N. L. Rogers, manager.
Chicago 1—360 N. Michigan Ave.; Tel.: Franklin 2-8917; Edward J. Broman, manager.

the symbol of the finest in radio transcriptions

CHARLES MICHELSON, INC.
PIONEER PRODUCERS SINCE 1934

23 west 47th street
new york 19, n. y.
plaza 7-0695

DIRECTORY OF AM-FM-TV EQUIPMENT MANUFACTURERS

NAME OF COMPANY	CITY	ADDRESS	TELEPHONE	MANAGER	PRODUCTS
H. W. Acton Co. Inc.	New York 1	370 Seventh Ave	Pennsylvania 6-0111	H. Bengeyfield	Transcription needles, playback and cutting needles
Adlew Jewelry Co.	New York, N. Y.	117 W. 42nd St.	Bryant 9-6243	Mr. Fredericks	Chronographs
Advance Recording Products Co.	Long Island City 1 N. Y.	36-12 34 St.	Stillwell 4-7837	I. H. Goldman	Recording blanks.
Aerovox Corp.	New Bedford, Mass.	740 Belleville Ave.	New Bedford 68221-22-23-24	Charles Golenpaul	Capacitors—resistors, test equipment. FM, TV & facsimile: Same
	Atlanta, Ga.	5 Ivy Street	Main 1005	Messrs. Brower & Murphy	
	Boston 16, Mass.	739 Boylston St.	Copely 0061	Harry Gerber	
	Chicago 6	6663 Northwest Hgwy.	Rodney 1570-71-72	Fred Ellinger	
	Los Angeles	1169 Broadway	Prospect 2105	W. C. Hitt	
	New York 16	347 Fifth Ave.	Lexington 2-2184	J. A. Simberkoff	
Alden Products Co.	Brockton 64, Mass.	117 N. Main St.	Brockton 160	Milton Alden	Facsimile—Scanners, recorders and control equipment
Alliance Mfg. Co.	Alliance, Ohio	Lake Park Blvd.	6237	John Bentia	TV: Alliance tenna rotor—antenna rotator
Allied Radio Corp. (Broadcast Div)	Chicago 7, Ill.	833 W. Jackson Blvd.	Haymarket 1-6800	E. Chet Wharfield	Special stocks of parts and equipment for croadcast stations including Pads, Patch panels and cords, C.A.A. approved tower light controls and complete stock of transmitting and TV tubes
Allied Record Mfg. Co. Inc.	Hollywood 38, Calif.	1041 N. Las Palmas	Hollywood 5107	D. K. Broadhead	FM, TV: Transcriptions
Allied Recording Products Co	Long Island City 1, N. Y.	21-09 43rd Ave.	Stillwell 4-2318	J. Strauss	Recording machines and discs
Altec Lansing Corporation	Hollywood 38, Calif.	1161 N. Vine St.	Hillside 1121	A. A. Ward	FM, TV: Receivers
	New York 13	161 Sixth Ave.	Algonquin 5-3636	H. S. Morris	
American Transformer Co.	Newark 5, N. J.	173 Emmet St.	Bigelow 3-4444	F. K. Hankinson	Audio, plate and filament transformers, reactors—wave filters—voltage regulators. FM, TV, facsimile: Transformers
Amperex Electronic Corp.	Brooklyn 1, N. Y.	25 Washington St.	Main 5-2050	Sam Norris	Transmitting and rectifying tubes
Amperite Co. Inc.	New York 12	561 Broadway	Canal 6-1446	S. Ruttenberg	Products: FM: Microphones (ribbon, dynamics) TV: (Same plus ballast and delay relay tubes. FM: Same except microphones
Andrew Corp.	Chicago 19	363 E. 75 St.	Triangle 4-4400	C. Russell Cox	Coaxial cables and accessories, antenna tuning, phasing and filtering equipment and components, tower lights and lighting accessories, high frequency antennas, phase monitors, remote antenna ammeters. For FM: Coaxial transmission line and accessories; folded quadrupole antenna; dry air pumps. For TV: Same plus receiving antenna
	New York 1	New Yorker Hotel	Medalion 3-1000	R. P. Lamons	
The Astatic Corp.	Conneaut, Ohio	Harbor & Jackson Sts.	12-656	W. J. Doyle	Crystal, dynamic and ceramic microphones, pickups and cartridges, magnetic and crystal recording heads, transcription arms
	Cleveland, Ohio (Export)	4900 Euclid Ave.	Henderson 0414	C. O. Brandes	
Audio Devices Inc.	New York 22	444 Madison Ave.	Plaza 3-0973	Bryce Haynes	Recording blanks, recording and playback points
	Hollywood 38, Calif.	844 Seward St.	Hollywood 8902	Alan H. Bodge	
Audio & Video Products, Inc.	New York 22, N. Y.	681 5th Ave.	Plaza 9-6031	Chas. Rynd	Tape Recorders
Aurex Corp.	Chicago, Ill.	1117 N. Franklin St.	Whitehall 4-1117	Walton H. Huth	Magnetic recording equipment
Blaw-Knox Division (Blaw-Knox Co.)	Pittsburgh 22	Farmers Bk. Bldg.	Sterling 2700	E. J. Staubitz	AM: Vertical radiators. FM: Supporting antenna towers. TV, facsimile: Same
	Birmingham 3, Ala.	Brown-Marx Bldg.	3-4931	William E. Balliet	
	Chicago 3	Peoples Gas Bldg.	Harrison 7-7633	J. C. McQuide	
	New York 17	342 Madison Ave.	Vanderbilt 6-0661	T. M. Avery	
	Philadelphia 3	1617 Pennsylvania Blvd.	Rittenhouse 6-1681	W. F. Simmons	
	Washington 4, D. C.	Munsey Bldg.	Republic 3142	Marvin Marcus	
Bliley Electric Co.	Erie, Penna.	Union Station Bldg.	26-857	G. E. Wright	FM, TV: Quartz crystal units and crystal ovens for frequency control
Broadcast Equipment, Inc.	Boston 15, Mass.	1124 Boylston St.	Kenmore 6-3226	Chris F. Brauneck	Transmitting, speech input, antennas, towers, accessories, construction and installation. FM: Educational transmitters. TV: Receivers, microphones
	Washington 4, D. C.	Warner Building	Sterling 4958	Chris F. Brauneck	
Browning Laboratories, Inc.	Winchester, Mass.	750 Main St.	Winchester 6-2121	R. L. Purrington	FM-AM tuners
The Brush Development Co.	Cleveland 14	3405 Perkins Ave.	Endicott 3315	J. H. Munchausen	Transcription tape recorder
Burgess Battery Co.	Freeport, Ill.	Foot of Exchange St.	Main 3300	L. H. Harriss	Dry batteries
	Chicago	180 N. Wabash	Randolph 3647	H. Chabot	
	New York	76 9th Ave.	Chelsea 2-2270	J. Pero	
Califone Corporation	Hollywood 38, Calif.	1041 N. Sycamore Ave.	Hudson 2-2353	Robert G. Metzner	Portable transcription players
Canadian Marconi Co.	Montreal 1, Que.	211 St. Sacrament St.	Marquette 7081	R. R. Desaulniers	Transmitters, studio equipment, turntables, remote control equipment, transmitting and receiving tubes. For FM: Turnstile antennae, transmitters
	Halifax, N. S.	578 Barrington St.	3-6712	D. J. Murphy	
	St. Johns, Nfld.	3 Prescott St.	881	W. A. Brown	
	Toronto, Ont.	861 Bay St.	Midway 976	G. F. Eaton	
	Vancouver, B. C.	550 Burrard St.	Marine 0464	L. S. Hawkins	
	Winnipeg, Man.	149 Portage Ave., E.	9-7255	W. F. Souch	
Clarostat Mfg. Co. Inc.	Brooklyn 11, N. Y.	285-7 N. 6 St.	Main 4-1190	Victor Mucher	Electronic equipment for sound system controls. For FM and TV: Same
Classophone Inc.	Long Island City, N. Y.	35-05 36th St.	Astoria 8-3738	B. L. Cahn	Record containers
Clebar Watch Co., Inc.	New York 17, N. Y.	551 Fifth Ave.	Murray Hill 2-6895-6	Anthony G. Stepchuk	Stop watches, wrist chronographs, repair specialists for same
Collins Radio Company	Cedar Rapids. Iowa	855 35 St., N. E.	3-0281	R. H. Hollister	Complete stations—AM: 250 watt, 1, 5, 10 and 50 kw transmitters. For FM: 250 watt, 1, 3, 5, 10, 25 and 50 kw speech transmitters, antenna equipment and accessory equipment.
	Dallas 14, Texas	Lakewood Pro. Bldg.	Victor 4-2255	T. B. Moseley	
	Knoxville, Tenn.	Fountain City Bank Bldg.	6-4711	J. F. Stanbery	
	Los Angeles 13	458 S. Spring St.	Madison 6-2251	C. W. Service	
	New York 18	11 W. 42 St.	Longacre 4-3930	W. J. Barkley	

(Continued on page 432)

the LITTLE differences

We know that our brazing techniques are as good as can be . . . but we also know that you can't always be sure of perfect heat conduction through the brazed metals.

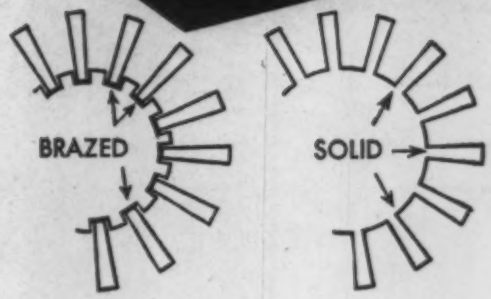
For that reason, we've developed a method of cutting our radiators for the 8002-R out of a solid chunk of metal; giving us a perfect heat conducting path between the core and its fins. This prevents "spot heating" of the tube's copper anode.

It's quite a trick to slice those cooling fins so that they radiate equally from the center and do not vary in thickness. But we mastered it!

And we have hundreds of other "little differences" in the design and construction of the many, many types of transmitting, rectifying and special purpose tubes that comprise the extensive Amperex line.

It's these little differences that combine to make the BIG difference when you

re-tube with Amperex



8002-R
Amperex
BROOKLYN, NEW YORK

make the BIG difference

AMPEREX ELECTRONIC CORPORATION

25 WASHINGTON STREET, BROOKLYN 1, N. Y.
In Canada and Newfoundland: Rogers Majestic Limited
11-19 Brentcliffe Road, Leaside, Toronto, Ontario, Canada

DIRECTORY OF AM-FM-TV EQUIPMENT MANUFACTURERS

(Continued)

NAME OF COMPANY	CITY	ADDRESS	TELEPHONE	MANAGER	PRODUCTS
Colonial Films	Washington, D. C.	1908 Eye St., N. W.	National 0436	Harold L. Lassiter	TV: Commercials and packages.
Colortran Converter Co.	Los Angeles 46, Calif.	7333 St. Monica Blvd.	Granite 4461—Hillside 4267	Thomas E. Hunt	TV lighting equipment
Commercial Radio Equipment Co.	Kansas City, Mo. Washington 4, D. C.	Porter Bldg. 1319 F St., N. W.	Logan 8821 District 1319	R. F. Wolfskill Everett L. Dillard	For AM, FM, TV and facsimile: Crystals
Commercial Radio-Sound Corp.	New York 22 Albany 7, N. Y.	570 Lexington Ave. 50 State St.	Volunteer 5-1700 Albany 3-4179	A. W. Schneider H. E. Weaver	Sound effects machines, speech input, rack and console wiring, audition equipment, jack cleaning tool. TV: Antenna distributing systems
Consolidated Radio Products Co.	Chicago, Ill.	350 W. Erie St.	Delaware 7-6900	R. Bernard Smith	Speakers, transformers, solenoids
Continental Electronics Mfg. Co.	Dallas 1	1728 Wood St.	Riverside 3611	James O. Weldon	Directional antenna phasing and coupling equipment, component inductors, meter switch assemblies, tower lighting chokes and associated equipment
Cornish Wire Co. Inc.	New York 7 Chicago, Ill. Los Angeles, Calif.	15 Park Row 605 N. Mich. Ave. 1782 N. Main St.	Barclay 7-5140 Delaware 7-6054 Capital 3398	W. F. Osler, Jr. George R. Potter John M. Fincke	Radio and electrical wires and cables; fixture cords and cord sets. For FM & TV: Same
Cyl-Ray Antenna Corp.	Portland 13	6100 N. E. Columbia Blvd.	Trinity 7303	C. H. Fisher	FM antennae
The Daven Company	Newark 4, N. J.	191 Central Ave.	Mitchell 2-6555	Lewis Newman	COMPONENTS: Variable fixed and tone compensating attenuators, attenuators with built-in cueing feature, single and dual potentiometers, multipliers, faders, step-type rheostats, special step-type rotary switches, super precision wire-wound resistors, hermetically-sealed resistors. TEST SETS: Transmission measuring sets (rack type and portable), attenuation boxes, output meters, power output meters, volume level indicators, power level indicators, decade voltage dividers, program line equalizers, electronic frequency meters, decade resistance boxes, power supply ratio arm boxes and logarithmic resistor boxes. FM: RF fixed and variable attenuators. TV: Same

(Continued on page 434)

AMPEX

The Finest

TAPE RECORDER AVAILABLE
BUILT WITH PRECISION
TO REPRODUCE TO PERFECTION

Acclaimed and accepted and used by the top recording companies and networks.
100,000 hours of commercial use proves its dependability and service.
Manufactured by the Ampex Electric Corp., San Carlos, Cal.

(Immediate Delivery)

WORLD WIDE DISTRIBUTOR
AUDIO & VIDEO PRODUCTS, INC. •
681 Fifth Avenue, New York 22, N. Y. • Telephone PLaza 9-6031

WEST COAST
BING CROSBY ENTERPRISES, INC.
9028 SUNSET BOULEVARD, HOLLYWOOD 46, CALIFORNIA
TELEPHONE CRESTVIEW 11171

Specify DAVEN

TRANSMISSION MEASURING SETS

To accurately measure transmission characteristics of audio systems and their components

These transmission measuring sets are accurately designed instruments for the measurement of the transmission characteristics of audio frequency communication systems. This equipment may be applied to measure gains or losses through amplifiers, repeaters, attenuating networks or communication lines without the use of laborious calculations, complex setups, or sensitive meters.

The sets shown here are sturdy compact units built to exacting specifications. Your further inquiry is invited. Technical questions will be answered by our Engineering Department.

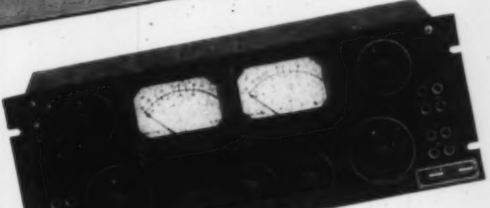
TYPE 8A

A portable battery operated set . . . weight 14 pounds.

TRANSMITTING SECTION: Contains an internal oscillator, operating at a frequency of 1000 cycles. Output impedance is 600 ohms either balanced or unbalanced to ground. Output levels are 0 DBM* and —20 DBM*

RECEIVING SECTION: Frequency response is ±0.3 DB from 30 to 10,000 cycles. Input impedance is 600 ohms terminating, and 6300 ohms bridging either balanced or unbalanced to ground. Will measure levels of —30 to +10 DBM* at zero VU meter indication, when terminating a line.

DIMENSIONS: 9⅜″ high x 6½″ wide x 12⅞″ long.



TYPE 10A

The industry's standard for accurate and rapid measurement of transmission characteristics of audio systems including AM & FM broadcasting.

1. Completely shielded wide range isolation transformers used in the Input, Source and Load networks. Set functions equally well from balanced or unbalanced oscillators and measures balanced or unbalanced systems.
2. Accuracy ±0.1 DB, 50 cycles to 15 KC.
3. Accuracy independent of level over the range +26 to —100 DBM.
4. Attenuation steps of 111 DB in steps of 0.1 DB.
5. Source and load impedances within ±2% over range 50 cycles to 15 KC.

TYPE 7A

Primarily designed to measure losses.

TRANSMITTING SECTION: Contains an internal oscillator operating at fixed frequencies of 500, 1000, and 2500 cycles and will provide output levels of —13, 0, +4, and +10 DBM*.

RECEIVING SECTION: Frequency response is ±0.3 DB from 30 to 10,000 cycles. Will measure levels of —30 to +10 DBM* at zero VU meter indication when terminating a line. Impedance is 600 ohms in both the transmitting and receiving sections.

* DBM is based on a reference of 1 MW into 600 ohms.

THE DAVEN CO.

191 CENTRAL AVENUE
NEWARK 4, NEW JERSEY

XUM

DIRECTORY OF AM-FM-TV EQUIPMENT MANUFACTURERS

(Continued)

NAME OF COMPANY	CITY	ADDRESS	TELEPHONE	MANAGER	PRODUCTS
Allen B. DuMont Laboratories Inc.	Clifton, N. J.	42 Harding Ave.	Sherwood 2-7400	Herbert E. Taylor, Jr.	Cathode ray tubes, oscillographs, test equipment, receiving and transmitting equipment. For television: Transmitters, studio equipment, remote field equipment, monitor equipment, test equipment. TV: Same
Eastern Mike-Stand Co.	Brooklyn 12, N. Y.	56 Christopher Ave.	Dickens 2-3538	S. Sherman	Microphone stands
	Chicago 11, Ill.	28 E. Huron St.	Delaware 4566	W. L. Holst	
	Cincinnati 11, Ohio	5229 Arrow Rd.	Montana 6835	Anthony C. Wahl	
	Cleveland 7, Ohio	1456 Waterbury Rd.	Academy 4932	John O. Olsen	
	Columbus 6, Ohio	1086 Oakwood Ave.	Garfield 2425	Norbert F. Derr	
	Houston, Texas	PO Box 3113	Jackson 2-8459	M. F. Klicpera	
	Los Angeles 33, Calif.	1935 Bay St.	Trinity 4493	Henry Feldman	
	Pittsburgh 4, Pa.	3239 Faronia St.	Walnut 2959	W. F. Lowry	
	Toronto, Canada	Manning Chambers, Queen at Bay St.	Elgin 5957, Grover 5143	Charles W. Pointon	
Eidson Electronic Co.	Temple, Texas	1802 N. Third St.	3901	Merrill Eidson	Quartz crystals, frequency measuring service
Eitel-McCullough Inc.	San Bruno, Calif.	798 San Mateo Ave.	Juno 8-1212	O. H. Brown	Transmitting type vacuum tubes and vacuum capacitors. For FM, TV, and facsimile: Same
	Atlanta 5, Ga.	P.O. Box 116, Sta. C	Hemlock 1648	J. E. Joyner, Jr.	
	Boston 8	11 Beacon St.	Capitol 70050	Tim Coakley	
	Chicago 5	600 S. Michigan Ave.	Harrison 5948-9	Royal Higgins	
	Dallas 1	Irwin-Keasler Bldg.	Central 5764	M. B. Patterson	
	Kansas City 5, Mo.	Waltower Bldg.	Grand 1039	Clyde H. Schryver	
	Los Angeles 15	1406 S. Grand Ave.	Richmond 6191	Herb Becker	
	New York 7	220 Broadway	Beekman 3-8899	Adolph Schwartz	
	Seattle 1, Wash.	2626 Second Ave.	Main 5512	Walt R. Wickert	
Electronic Service Co.	Louisville, Ky.	119 S. Sixth St.	Clay 4150	Robert Berry	Coaxial cable, towers, new and used broadcast transmitters, speech equipment and war surplus electronic equipment of all types
	Lincoln, Nebr.	3327 Starr St.	6-5233	Howard A. Shuman	
Electro-Voice Inc.	Buchanan, Mich.		1000	Webster F. Soules	For AM, FM, TV & facsimile: Microphones and accessories
The Elmor Co.	Melbourne, Fla.		Melbourne 433	M. J. Stillman	Stop watches, chronographs and timers. TV, facsimile: Same
Emsco Derrick & Equipment Co.	Houston 1, Texas	P. O. Box 1289	Wydown 9-1213	F. M. Martin	FM, TV: Radio towers
Essex Wire Corp.	Fort Wayne, Ind.	1601 Wall St.		W. A. Ward	Wire
	Chicago, Ill.	411 S. Peoria St.	Monroe 6-4866		
Fairchild Recording and Equip. Corp.	Jamaica 1, N. Y.	88-06 Van Wyck Blvd.	6-3800	Jay H. Quinn	Sound recorders (disc and magnetic tape) cutterheads, transcription tables, dynamic pickups, unitized amplifier systems. FM: Same. TV: Same. Sync. recording and playback tables. Facsimile: Same as TV with frequency controlled power supply
Federal Telephone and Radio Corp.	Clifton, N. J.	100 Kingsland Rd.	Nutley 2-3600	A. W. Rhinow	Complete broadcast systems; for AM, transmitters, transmitting and rectifying tubes, pulse-time-modulation relay systems, cables, field intensity meters, consoles, microphones and associated speech input and transmitter control equipment. FM: Same, also square loop transmitting antennas, studio-transmitter links, microwave relay systems, transmitter monitors, dummy antennas. TV: Transmitters and complete broadcast equipment, transmitter monitors, high-gain antennas. Also high frequency cables and Selenium rectified DC power supplies. FM: Transmitters, transmitting tubes, field intensity meters, cables, consoles, microphones and associated speech input and transmitter control equipment, square-loop transmitting antennas, studio-transmitter-links, microwave relay systems, transmitter monitors, dummy antennas. TV: Transmitters and complete broadcast equipment, microwave relay systems, transmitter monitors, high-gain antennas
	Chicago 11	343 N. Michigan Ave.	Central 6-6900	E. J. Girard	
	Washington 6, D. C.	1025 Conn. Ave., N. W.	Executive 1697	R. P. Lamons	
Ferranti Electric Inc.	New York 20	30 Rockefeller Plaza	Circle 7-0912	R. H. Davies	Transformers, chokes, filters, assemblies. For FM & TV: Same
Finch Telecommunications Inc.	New York 16	10 E. 40 St.	Murray Hill 5-7976	J. G. Crost	FM: Antennas. For facsimile: Broadcast scanner, consoles (transmitter input equipment), combination radio receiver-recorder and home recorder
Furst Electronics	Chicago 22, Ill.	800 W. North Ave.	Michigan 2-1743	U. R. Furst	FM, TV, facsimile: WOW-meters
Gates Radio Company	Quincy, Ill.	123 Hampshire St.	522	Fred O. Grimwood	Transmitters, speech equipment, turntables, recording equipment, microphones. FM: Transmitters, studio equipment, antennas, coaxial cable
	Washington 4, D. C.	Warner Bldg.	Metropolitan 0522	O. J. McReynolds	
General Electric Company	Syracuse, N. Y.	Electronics Park	6-4411	Paul L. Chamberlain	FM and AM transmitters, receivers, antennas, frequency and modulation monitors, studio-transmitter relay equipment, speech input equipment, test equipment, transmitting and receiving tubes, audio amplifiers, consolettes, cabinet racks, pickups. TV: Transmitters, receivers, antennas, studio-transmitter and intercity relay equipment, field and studio cameras and control, master control, portable camera equipment, remote pickup trucks, test equipment. Facsimile: Receivers, transmitter
	Atlanta 1	187 Spring St., N. W.	Walnut 9767	T. B. Willard	
	Boston 1	140 Federal St.	Hubbard 21800	R. L. Hanks	
	Chicago 54	Merchandise Mart	Whitehall 4-3915	G. S. Peterson	
	Cleveland 14	Williamson Bldg.	Superior 6822	R. P. VanZile	
	Dallas	Norman Bldg.	Riverside 9121	H. G. Randolph	
	Kansas City 6, Mo.	106 W. 14 St.	Victor 9745	R. J. Meigs	
	New York 22	570 Lexington Ave.	Plaza 5131	H. J. Mandernach	
	Philadelphia	1405 Locust St.	Pennypacker 5-9000	H. A. Crossland	
	San Francisco 6	235 Montgomery St.	Douglas 3740	W. M. Boland	

(Continued on page 436)

IT'S WHAT IS INSIDE THAT Counts Most

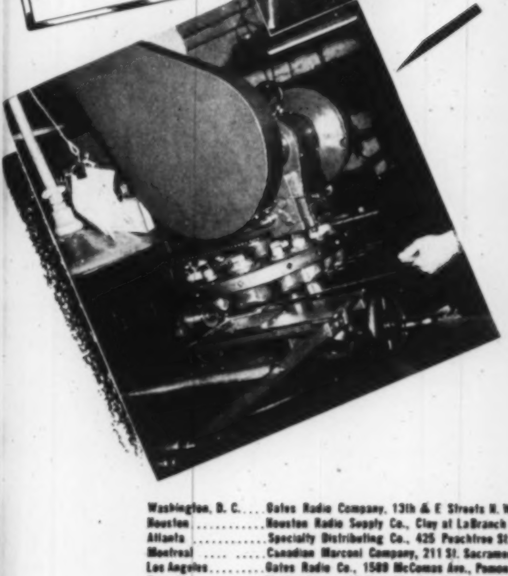
HERE in Quincy, Gates manufactures the *inside* as well as the *outside*,—chooses materials carefully,—controls production processes and employs skilled labor to assure ourselves that you get the finest product.

A nice shiny cabinet, good lines and proportion, styling—these are all pleasing and important from the angle of showmanship—but it's what is inside that really counts,—that is the part you use,—and it is really what you pay for.

Buy the inside, too. Know what you are getting when you make your equipment purchases.

Whatever you need, transmitters, consoles, remote equipment, transcription turntables, broadcast equipment and parts of all kinds—you can get from Gates.

Remember—It's What Is Inside That Counts Most.



Washington, D. C.	Gates Radio Company, 13th & E Streets N. W.	Tel. Met-0522
Houston	Houston Radio Supply Co., Clay at LaBranch	Tel. CA-9009
Atlanta	Specialty Distributing Co., 425 Peachtree St. N. E.	Tel. AT-4406
Montreal	Canadian Marconi Company, 211 St. Sacrament Street.	
Los Angeles	Gates Radio Co., 1589 McComas Ave., Pomona	Tel. LY-2-8010
Export	Westinghouse, 40 Wall St., New York City	Tel. WH-34321

Gates Radio Company
Quincy
Illinois

IN '49 IT'S THE GATES LINE

DIRECTORY OF AM-FM-TV EQUIPMENT MANUFACTURERS

(Continued)

NAME OF COMPANY	CITY	ADDRESS	TELEPHONE	MANAGER	PRODUCTS
General Radio Company	Cambridge 39, Mass.	275 Massachusetts Ave.	Trowbridge 6-4400	M. T. Smith	Broadcast test equipment, broadcast frequency monitors, modulation monitors, distortion meters, vacuum-tube voltmeters, audio-frequency oscillators, R-F bridges, sound measuring equipment, variable auto-transformers (variacs). For FM, TV & Facsimile: Frequency monitors, distortion meters
	Chicago 5	920 S. Michigan Ave.	Wabash 3820	Kipling Adams	
	Los Angeles 38	100 N. Seward St.	Hollywood 6201	Frederick Ireland	
	New York 6	90 West St.	Worth 2-5837	Ivan Easton	
Grady Instrument Co.	Belmont 78, Mass.	689 Belmont St.	Belmont 5005	Ed Grady	FM and TV transmitters, S-T links
	Littleton, N.H.	247 Main St.	2661	E. Grady	
Gray Research & Development Co.	Hartford 1, Conn.	16 Arbor St.	Hartford 33-1244	Arthur H. Jones	FM: Transcription equipment (high fidelity)
	New York City, N.Y.	230 Park Avenue	Murray Hill 3-6233	W. E. Ditmars	
Graybar Electric Co. Inc.	New York 17	420 Lexington Ave.	Lexington 2-4000	J. W. LaMarque	AM & FM transmitters, antennas, antenna towers, transmission line products, phase monitors, antenna phasing equipment, transmitter and studio measuring equipment, speech input equipment, speech input amplifiers and accessories, microphones and accessories, transcription turntables and pickups, loudspeakers, power supplies, meters, electron tubes, relays, keys, condensers, jacks, mountings, thermistors, varistors, sound measuring equipment, public utility radio telephone equipment, motor generators, emergency power plants, and associated apparatus.
	Atlanta 1	167 Walton St., N.W.	Cypress 1751	E. W. Stone	
	Boston 16	287 Columbus Ave.	Kenmore 6-4567	J. P. Lynch	
	Chicago 7	850 W. Jackson Blvd.	Canal 4104	E. H. Taylor	
	Cincinnati 10	115-129 W. McMicken Ave.	Main 0600	J. R. Thompson	
	Cleveland 14	1010 Rockwell Ave.	Cherry 1360	W. S. Rockwell	
	Dallas 2	400 S. Austin St.	Central 6454	C. C. Ross	
	Detroit 1	55 W. Canfield Ave.	Temple 1-5500	P. L. Gundy	
	Jacksonville 1, Fla.	12th & Main Sts.	5-7180	W. C. Winfree	
	Kansas City 8, Mo.	1644 Baltimore Ave.	Baltimore 1644	R. B. Uhrig	
	Los Angeles 12	201 Santa Fe Ave.	Trinity 3321	R. B. Thompson	
	Minneapolis 15	824 S. Fourth St.	Geneva 1621	W. G. Pree	
	New York 14	180 Varick St.	Watkins 4-3000	F. C. Sweeney	
	Philadelphia 7	910 Cherry St.	Walnut 2-5405	G. I. Jones	
	Pittsburgh 22	37 Water St.	Court 4000	R. F. Grossett	
	Richmond 19, Va.	6th & Cary Sts.	2-3833	E. C. Toms	
	San Francisco 1	9th & Howard Sts.	Market 5131	B. R. Cole	
	Seattle 4	King & Occidental Sts.	Main 4635	D. I. Craig	
	St. Louis 3	2642 Washington Ave.	Newstead 4700	J. P. Lenkerd	
	Washington, D. C.	1329 E St., N. W.	Executive 0022	L. H. Whitten	
The Hallicrafters Co.	Chicago 24	4401 W. Fifth Ave.	Van Buren 6-6300	R. J. Sherwood	Communication receivers, monitoring equipment. For FM: FX43, FX 42, S-47. For TV: Home receivers, console models
Hammarlund Mfg. Co. Inc.	New York 1	460 W. 34 St.	Longacre 5-1300	E. A. Wittmer	Communications receivers and variable condensers
Hardwick, Hindle Inc.	Newark 5. N. J.	40 Hermon St.	Market 2-8200	T. B. Ure	TV: Resistors and rheostats
Frederick Hart & Co., Inc.	Poughkeepsie, N.Y.	837 Main St.	Poughkeepsie 6906	Norman J. Collister	Sound-on-film recorder-reproducer
	Dayton, Ohio	1206 Oakwood Ave.	Walnut 6589	Joseph Clegg	
	Detroit, Mich.	Free Press Bldg.	Woodridge 1-3776	William Drake	
	New York, N.Y.	RKO Bldg.	Plaza 7-8562	J. Clegg	
	Washington, D.C.	Barr Bldg.	Sterling 8075	Raymond W. Ayers	
Harvey Radio Co. Inc.	New York 18	103 W. 43 St.	Longacre 3-1800	Harvey Sampson	Amplifiers, microphones, disc and wire recorders, associated electronic equipment
Harvey Radio Laboratories Inc.	Cambridge 38, Mass.	447 Concord Ave.	Trowbridge 6-2800	B. H. Dean	FM: Complete line of transmitters up to 10 kw, studio transmitter links, complete line of police communication equipment professional type high quality broadcast band receiver, test equipment and signal generators. TV, facsimile: Complete line of coils and terminal boards, lugs, etc., for other manufacturers of TV and facsimile
	Easton, Pa.	2800 William Penn Highway	Easton 2-6422	L. F. Gares	
Hewlett-Packard Company	Palo Alto, Calif.	395 Page Mill Rd.	Davenport 2-4651	W. Noel Eldred	Monitors, oscillators, distortion analyzers. FM: Frequency monitors & modulation meters, noise and distortion analyzers, audio signal generators, high frequency vacuum tube voltmeters. TV: Test, and audio oscillators
	Chicago 6, Ill.	549 W. Randolph St.	State 7444	Alfred Crossley	
	Dallas 5, Texas	4433 Stanford St.	Logan 6-5097	Earl W. Lipscomb	
	High Point, N.C.	3672	Security Bank Bldg.	John F. Bivins	
	Hollywood 46, Calif.	7422 Melrose Ave.	Whitney 1147	Norman B. Neely	
	New York 7, N.Y.	11 Park Place	Digby 91240	Bruce Burlingame	
Hoke Tower Construction Co.	Chocowinity, N. C.			M. E. Lewis	FM: Guyed type towers. TV: Uniform gross section guyed towers. Facsimile: Supporting towers
Hughey & Phillips	Los Angeles 36, Cal.	326 N. LaCienega Blvd.	Bradshaw 2-3113	J. R. Kennedy	FM, TV: Radio tower lighting
	New York 17, N.Y.	60 E. 42nd St.	Murray Hill 7-1550	H. J. Geist	
	San Francisco 11, Calif.	420 Market St.	Exbrook 2-4464	William McWatters	
Hytron Radio & Electronics Corp.	Salem, Mass.	76 Lafayette St.	Salem 2260	John Q. Adams	Vacuum tubes. Same for FM, TV & facsimile
	Chicago 39	4000 W. North Ave.	Capitol 6500	Donald G. Haines	
	New York 16	432 Fourth Ave.	Murray Hill 4-4178-79	Everett B. Boise	
Industrial Television, Inc.	Clifton, N.J.	359 Lexington Ave.	Gregory 3-0900	Edwin B. Hinck	TV Receivers, distribution systems, TV station monitors
International Derrick & Equipment Co.	Columbus 8, Ohio	875 Michigan Ave.	University 2123	J. Roger Hayden	For FM, TV & facsimile: Towers to support antenna
	Dallas 1	1315 Pacific Ave.	Riverside 1031	Thelmon D. Collins	
	New York 17	122 E. 42 St.	Murray Hill 3-4838	A. L. Woracek	
	Washington 25, D.C.	Hibbs Bldg.	District 4960	W. E. Dobbins	
International Electronics Corp.	Dallas 1	2422 Alamo St.	Riverside 4488	J. A. Frazier	Speech input equipment, remote amplifiers
International Resistance Co.	Philadelphia 8	401 N. Broad St.	Walnut 2-2166	Harold Beebe	For FM, TV & facsimile, fixed and variable resistors
	Atlanta 3, Ga.	Norris Bldg.	Main 5878	L. C. Still	
	Boston, Mass.	131 Clarendon St.	Kenmore 6-1370	Ray Perron	
	Chicago 6	308 W. Washington St.	Franklin 4818	S. B. Darmstader	
	Cleveland 2	11621 Detroit Ave.	Lakewood 8468	Albert M. Baehr	
	Dallas, Texas	1903 Griffin St.	Riverside 5931	G. E. Anderson	
	Denver, Colo.	1886 S. Humboldt St.	Spruce 9368	R. G. Bowen	
	Los Angeles 5	672 S. Lafayette Park Pl.	Drexel 8235	Dave Marshank	
	New York 6	165 Broadway	Cortland 7-5020	A. H. Hardwick	
	San Francisco 3	1234 Folsom St.	Market 4166	James P. Hermans	
	Seattle, Wash.	2626 Second Ave.	Main 5512	David M. Lee	
Jensen Mfg. Co.	Chicago 38, Ill.	6601 S. Laramie Ave.	Portsmouth 7-7600	Bayard H. Clark	FM, TV, facsimile: Loudspeakers, reproducers
Johns-Manville Sales Corp.	New York 16	22 E. 40 St.	Lexington 2-7600	Paul J. Washburn	For FM & TV: Acoustical materials

(Continued on page 438)

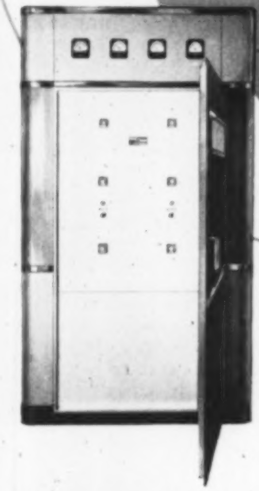
Go on the Air to Stay

with JOHNSON

ANTENNA PHASING EQUIPMENT

FM ISO-COUPLER

ANTENNA AND TRANSMITTER COMPONENTS

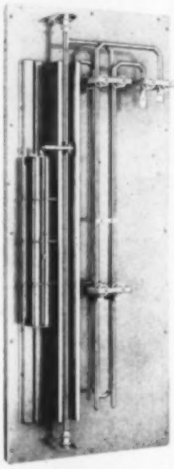


Typical Johnson Antenna Phasing Equipment

Hundreds of Johnson phasing installations are on the air — to stay — for you can depend on JOHNSON for the best! Designed especially for your station, and incorporating the recommendations of your consulting engineers, JOHNSON phasing equipment offers a host of advantages. It has optimum circuit design, heavier components, automatic switching from directional to non-directional operation, and others.

FM ISO-COUPLER

First, and still the foremost equipment for handling AM and FM on a single tower. Will handle 50kw AM and 10kw FM without interaction.



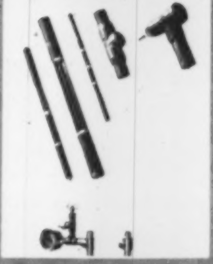
Johnson FM Iso-Coupler

OTHER JOHNSON BROADCAST EQUIPMENT

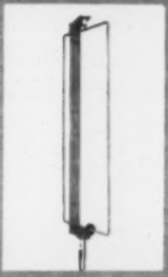
- Adjustable Phase Sampling Loops
- Isolation Filters
- Sampling Lines
- FM and AM Concentric Lines
- Fixed Capacitors
- Variable Capacitors
- Standing Wave Indicators
- Tower Lighting Filters
- Transmission Line Supports
- Pressurized Capacitors
- Neutralizing Capacitors
- Fixed Inductors
- Variable Inductors

Write for specific information directly or through your consulting engineer.

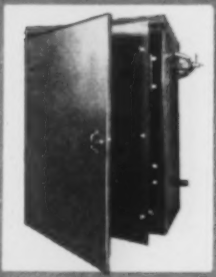
Johnson Coaxial Cable and Accessories



Johnson Adjustable Shielded Sampling Loop



Johnson Coupling Unit



Johnson Pressurized Capacitor

JOHNSON *a famous name in radio*

E. F. JOHNSON CO. **WASECA, MINNESOTA**

DIRECTORY OF AM-FM-TV EQUIPMENT MANUFACTURERS

(Continued)

NAME OF COMPANY	CITY	ADDRESS	TELEPHONE	MANAGER	PRODUCTS
E. F. Johnson Co.	Waseca, Minn.	206 2nd Ave., S. W.	990	Frank C. Mann	Directional antenna phasing and coupling equipment, tower lighting filters and chokes, gas-filled and air condensers, inductors and RF chokes, coaxial lines and open wire transmission line supports, RF contactors and switches, insulators, tube sockets, high frequency antennas, panels, racks and cabinets. For FM: "Iso-Coupler" for feeding FM antennas mounted on an AM tower
The James Knights Co.	Sandwich, Ill.		465	Leon A. Faber	Quartz crystals and frequency standards
Langevin Mfg. Corp.	New York 23	37 W. 65 St.	Endicott 2-7200	Howard A. Harkavy	Broadcast audio facilities including preliminary, booster, program and monitoring amplifiers, power supplies, console equipment and program guardian and limiter amplifier (progar), rack mounting accessories. For FM: Same plus audio amplifiers, specialty transformers. For TV: Same except console, audio amplifiers, specialty transformers
Lehigh Structural Steel Co.	New York 4	17 Battery Pl.	Whitehall 4-1424	J. F. Neary	Vertical radiators, radio towers, towers for FM and TV
John E. Lingo & Son Inc.	Camden, N. J.	2814 Buren Ave.	Camden 4-0487	John E. Lingo	Tubular steel vertical radiators; VHF antennas and supporting towers. For FM and TV: Antennas and supporting towers. For facsimile: Supporting poles
Fred M. Link	New York 11	125 W. 17 St.	Chelsea 2-1100	D. G. Beachler	Mobile relay pickup equipment, transmitters, studio transmitter links
Machlett Laboratories Inc.	Springdale, Conn.	1063 Hope St.	4-5781	H. J. Hoffman	High power electron tubes for AM & FM purposes including UHF communication types
Magnecord Inc.	Chicago 10	225 W. Ohio St.	Whitehall 4-1889	C. G. Barker	Tape and wire recorders
J. A. Maurer, Inc.	Long Island City, N. Y.	37-01 31st St.	Stillwell 4-4601	L. A. Root	FM: 10,000-cycle sound-on-film recorders and film phonograph. TV: 16-mm professional motion picture cameras
Measurements Corp.	Boonton, N. J.	116 Monroe St.	Boonton 8-2131	Nelson C. Doland, Jr.	Standard signal generators, pulse generators, FM signal generators, square wave generators, vacuum tube voltmeters, UHF radio noise and field strength meters, capacity bridges, megohm meters, phase sequence indicators, TV and FM test equipment
Meletron Corporation	Los Angeles 38	950 N. Highland Ave.	Hempstead 4841	Geo. A. Starbird	Microphone booms and stand. For FM & facsimile: Same. TV: Same and hydraulic microphone boom

(Continued on page 440)

For Years, the Favorite
from Coast to Coast...

George A. Starbird

MICROPHONE BOOMS & STANDS

Here's why Starbird Microphone Booms and Stands are used in nearly every leading broadcast station in the country–

- Designed to provide almost any microphone arrangement. "Spot your mike" where you want it; save valuable set-up time.
- Rubber tired, 3-inch, double ball bearing casters provide smooth silent change of location.
- Equipped with adapters to fit all standard microphones.
- Balancing counterweight prevents tipping under various loads–plus heavy cast iron base to insure steadiness.

Write for Descriptive Literature

Built to Give Years of Dependable Service... and to reduce set-up time.

MELETRON CORPORATION
950 North Highland Avenue, Los Angeles 38, California

MANUFACTURERS OF GEORGE A. STARBIRD EQUIPMENT

GENERAL ELECTRIC TRANSMITTING TUBES

show the way in design and proved performance

FOR FM AND TELEVISION

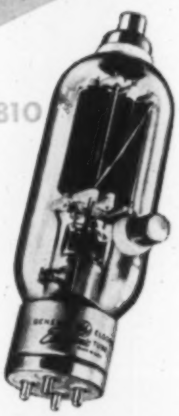
GL-7D21

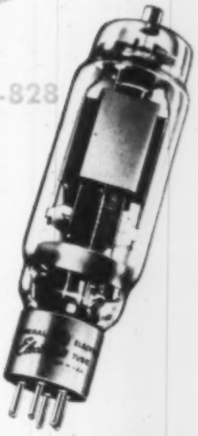
GL-5513

GL-5518

GL-9C24

FOR AM—LOW, MEDIUM, AND HIGH-POWER


GL-810


GL-828

GL-892-R

GL-895-R

Also, G-E rectifier types—a complete line that includes all useful sizes—help you to standardize on one source of tube supply, reliable, responsible, efficient: *your nearby G-E tube distributor or dealer!* He has in stock the replacement tubes you need, and can give you same-day, often same-hour delivery service. Phone him for all your tube requirements! *Electronics Department, General Electric Company, Schenectady 5, N. Y.*

GENERAL ELECTRIC

180-H1-8850

FIRST AND GREATEST NAME IN ELECTRONICS

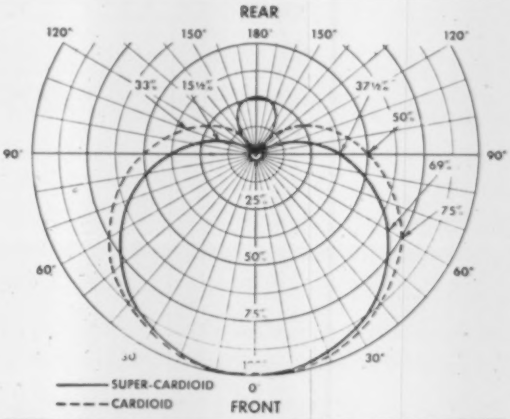
DIRECTORY OF AM-FM-TV EQUIPMENT MANUFACTURERS

(Continued)

NAME OF COMPANY	CITY	ADDRESS	TELEPHONE	MANAGER	PRODUCTS
Merit Coil and Transformer Corp.	Chicago 40	4427 N. Clark St.	Longbeach 1-6311	W. J. Barron	Transformers
Miles Reproducer Co. Inc.	New York 3	812 Broadway	Spring 7-7670	J. M. Kuchlik	Recorders
Mirror Record Corp.	New York 10	1133 Broadway	Chelsea 3-2222	P. K. Trautwein	FM: Wire recorder
Mycalex Corporation of America	New York 20	30 Rockefeller Plaza	Columbus 5-5989	Jerome Taishoff	FM, TV, facsimile: Glass bonded mica insulation Mycalex
National Union Radio Corp.	Orange, N. J.	350 Scotland Rd.	2-6600	G. A. Bodem	FM, TV, facsimile: Electron tubes
Newark Transformer Co.	Linden, N. J.	2200 Urbanowitz St.	Linden 2-2426	Norman A. Lunenfeld	FM, TV, facsimile: Transformers
North American Philips Co. Inc.	New York 17	100 E. 42 St.	Lexington 2-0900	Wesley L. Wilson	For FM, TV & facsimile: Air trimmers
	Philadelphia 7	Real Estate Trust Bldg.	Pennypacker 5-9765	Dan J. Connor	
	Chicago 4	20 E. Jackson Blvd.	Webster 3021-2	Arthur J. Ellis	
	Hollywood 28	Guaranty Bldg.	5111	Harold A. Kittleson	
Otto K. Olesen Co.	Hollywood 28, Calif.	1534 Cahuenga Blvd.	Gladstone 5194	Charles H. Kleinman	TV: Specialized lighting equipment—standard and custom-built lights, switchboards, etc.
Peirce Wire Recorder Corp.	Evanston, Ill.	1328 Sherman Ave.	Davis 8-3211	Charles P. Peirce	Facsimile: Dictation wire recorders, dictation and transcribing systems
	Los Angeles, Calif.	1200 8th St.	Madison 2491	Mr. Griswold	
	New York, N. Y.	560 W. 34th St.	Wisconsin 7-2100	J. J. Connolly	
	Washington, D. C.	1126 Vermont Ave.	District 7307	Estes Brand	
Permoflux Corp.	Chicago 39, Ill.	4900 W. Grand Ave.	Berkshire 7-3200	Marshall E. Neil	FM, TV, Facsimile: Speakers, microphones and headsets
	Cleveland 7, Ohio	1456 Waterbury Rd.		John O. Olsen	
	Dallas 5, Texas	3522 Gillon Ave.		Hal F. Corry	
	Greensboro, N. C.	P. O. Box 2158		Loren Harrell	
	Hollywood 46, Calif.	7422 Melrose		Norman B. Neely	
	Kansas City 6, Mo.	Waltower Bldg.		Clyde H. Schryver	
	New York, N. Y.	1270 Broadway		J. C. Kaelber	
Phonograph Needle Mfg. Co. Inc.	Providence 5	42-46 Dudley St.	Gaspee 5032	J. H. Moody	100% shadowgraphed special reproducing and disc needles, for records and transcriptions. Facsimile: Screw machine parts
Pickering and Co., Inc.	New York, N. Y.	Oceanside	Rockville Centre 6-0442	F. C. Powell	Pickups, equalizers, equalizer-amplifiers. For FM: Same
Pioneer Scientific Corp.	New York 12, N. Y.	295 Lafayette St.	Worth 4-0144	Hunter L. Delatour, Jr.	TV: Polaroid Filters
Precision Piezo Service	Baton Rouge 10	427 Mayflower St.	2-5359	C. E. Pearce	Quartz crystals, holders and ovens
Press Wireless Mfg. Corp.	Hicksville, N. Y.		Fieldstone 7-2330	J. Harvey McCoy	AM transmitters for both broadcast band and high frequencies—100 watts to 100 kilowatts, amplifiers—line bridging, preamp, limiter, monitoring, steel towers, custom built equipment, including consoles, phasing equipment, VHF links, engineering services. FM: Transmitters. Facsimile: Scanners and recorders, complete stations
	Washington, D. C.	Hotel Burlington	District 8822	Frank Wilson	
	West Newton 65, Mass.	25 Prospect Pl.	LaSalle 7-5600	Norman Hoard	
Presto Recording Corp.	New York 19	242 W. 55 St.	Plaza 7-5669	A. Zrike	Stationary and portable sound recorders, transcription equipment, associated amplifier equipment, master discs, instantaneous recording discs, recording and reproducing stylii, gear driven turntables and recorders
	Hackensack, N.J.	P.O. Box 500	3-5700	Thomas B. Aldrich	
Producers Service Co.	Burbank, Calif.	2815 W. Olive Ave.	Stanley 7-3144	Edward Furer	Horizontal zoom animation camera, optical printers. TV: horizontal zoom animation camera
Q R K Electronic Products	Fresno, Calif.	3206 Mono St.	Fresno 46113	Bert Williamson	Transcription turntables
Racon Electric Co., Inc.	New York 3, N. Y.	52 East 19th St.	Algonquin 4-1760	A. I. Abrahams	Parabolas, public address systems. FM: High fidelity and high frequency speakers, cellular horns, driver units
Radex Corporation	Chicago 14	2076 N. Elston Ave.	Armitage 6-6900	R. R. Cook	Blowers and motors
Radio Corporation of America (RCA Victor Div.)	Camden, N. J.	Front & Cooper Sts.	Camden 4-8000	A. R. Hopkins	AM and FM transmitters, antennas and transmission lines, phasing equipment, STL equipment, audio equipment. For TV: Transmitters, studio equipment, field and relay equipment, antennas and associated equipment, test and measuring equipment
	Atlanta 3, Ga.	Citizens & Southern Bk. Bldg.	Walnut 5946	P. G. Walters	
	Chicago 11	666 N. Lake Shore Dr.	Delaware 0700	P. H. Clark	
	Cleveland 15	Keith Bldg.	Cherry 3450	J. H. Keachie	
	Dallas 1	1907-11 McKinney Ave.	Riverside 1371	J. F. Palmquist	
	Hollywood 28, Cal.	1560 N. Vine St.	Hollywood 2154	E. Frost	
	Kansas City 8, Mo.	221 W. 18 St.	Victor 6410	Dave Bain	
	Los Angeles 14	621 S. Hope St.	Mutual 1103	C. A. Lahar	
	New York 20	36 W. 49 St.	Columbus 5-3800	A. Josephsen	
	San Francisco 3	1355 Market St.	Hemlock 8-300	R. J. Newman	
	Washington 6, D. C.	1628 K St., N.W.	District 1260	J. A. Renhard	
RCA Victor Co. Ltd.	Montreal 30, Que.	1001 Lenoir St.	WE 3671	H. S. Walker	Transmitters, transmitter accessories, transcription turntable equipment, microphone accessories, monitoring and test equipment, transmitting tubes, speech input equipment, acetate recording blanks, amplifier equipment, recording equipment, microphones, faradon condensers, facsimile equipment, television equipment, FM transmitters, antenna phasing equipment, engineering services, loudspeakers, transmission line accessories, crystals and crystal holders, receivers. TV: Transmitters
	Calgary, Alta.	523 Eighth Ave., W.	M-3928	C. W. Smith	
	Halifax, N. S.	99 Brunswick St.	3-6186	C. C. Bowers	
	Montreal, Que.	976 LaCasse St.	Wellington 3671	A. Bayard	
	Toronto, Ont.	1140 Yonge St.	Midway 5421	L. W. Boothe	
	Vancouver, B. C.	1207 Homer St.	Marine 4241	F. T. Myles	
	Winnipeg, Man.	168 Market St.	97-201	E. P. Burns	
Radio Engineering Labs. Inc.	Long Island City 1, N. Y.	35-54 36 St.	Astoria 8-1010	C. R. Runyon III	Broadcasting equipment
Radio Inventions Inc.	New York 14	155 Perry St.	Chelsea 2-7855	Elliott A. Crooks	FM: Multiplex units for FM facsimile. Facsimile: Prototype transmitters and receivers

(Continued on page 442)

Broadcast Radio Engineers who want this



specify this

because the Shure Super-Cardioid Broadcast Dynamic Microphone has a super-cardioid pickup pattern which reduces the pickup of unwanted random noise energy by 73%. It is twice as unidirectional as the cardioid. In the super-cardioid pattern, the ratio of front-to-rear pickup is 14 to 1—in the cardioid, 7 to 1. There is a wide, useful pickup angle at the front of the microphone while the rear response is down of the order of 15 db over a broad range of frequencies. Reverberation energy pickup is decreased over two-thirds. The microphone can be placed close to the reflecting surfaces without objectionable effects if the rear side of the microphone is toward the reflecting surface.

The Shure "556" Dynamic Microphone has an Acousto-Mechanical circuit containing a single moving-coil element, which operates in conjunction with a high flux magnet and provides high efficiency and smooth peak-free response from 40 to 10,000 cycles. The super-cardioid pattern is achieved in a single unit, due to the "Uniphase" principle —a patented Shure development. The moving-coil unit is provided with a double wind-screen to permit quiet outdoor operation. As a precaution against mechanical vibration pickup, the unit is spring-suspended inside the microphone case, which in turn is floated in live rubber in the special Vibration Absorbing Unit, which eliminates reproduction of vibration transmitted through the stand. The microphone also has a standard ⅝"-27 thread which permits mounting on any Shure desk or floor stand. Adapters to other stands are obtainable when needed. Case dimensions: 4¼" high, 3¼" wide, 3½" deep. Shipping weight, 4½ lbs.

Patented by Shure Brothers, Inc.

SHURE SUPER-CARDIOID DYNAMIC MICROPHONE

MODEL "556"

Code: RUMUB • List price $92.50

MULTI-IMPEDANCE SWITCH ON MODEL "556"

IMPEDANCE TABLE	OUTPUT LEVEL
L—35-50 ohms	56.1 db below 1 Milliwatt per 10 microbar signal
M—150-250 ohms	56.8 db below 1 Milliwatt for 10 microbar signal
H—High Impedance	57.5 db below 1 volt per microbar

SHURE BROTHERS, Inc.

MICROPHONES AND ACOUSTIC DEVICES

225 W. Huron Street Chicago 10, Illinois

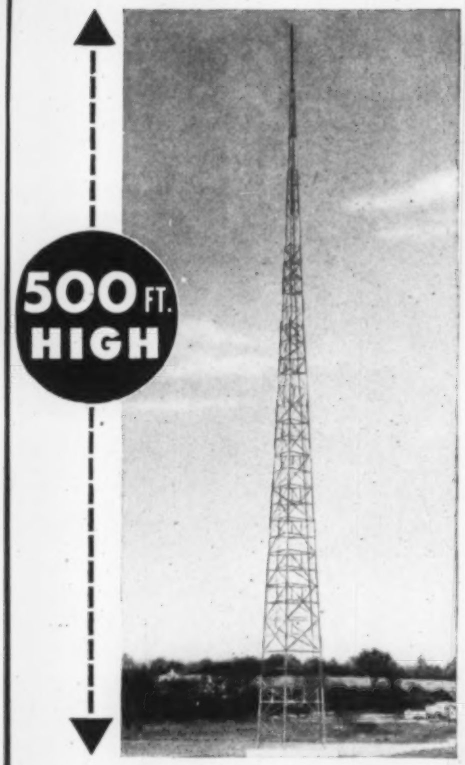
CABLE ADDRESS: SHUREMICRO

DIRECTORY OF AM-FM-TV EQUIPMENT MANUFACTURERS

(Continued)

NAME OF COMPANY	CITY	ADDRESS	TELEPHONE	MANAGER	PRODUCTS
Radio Music Corp.	Portchester, N. Y	84 S. Water St.	Byrum River 6-8620	Lionel Cornwell	Transcription turntables, reproducers, loudspeakers, amplifiers
Rangertone, Inc.	Newark 4, N.J.	73 Winthrop St.	Humboldt 5-2550	R. H. Ranger	FM: Magnetic tape recorders and playbacks. TV: Synchronized tape for film. Facsimile: Synchronized tape recording for retransmission
Raytheon Manufacturing Co. (Equip. Sales Div.)	Waltham 54, Mass.		Waltham 5-5860	W. A. Gray	AM, FM, TV transmitters and accessories, tubes, TV microwave relay equipment, television camera equipment, FM antennas, antenna phasing and coupling, transmission line accessories, speech input equipment, amplifiers-audio and video equipment, engineering services, custom-built transmitting and studio equipment
	Chattanooga, Tenn.	Signal Mountain	8-2487	W. B. Taylor	
	Chicago 6	222 W. Adams St.	Randolph 7457	Warren Cozzens, Ben Farmer	
	Dallas 8	414 E. 10 St.	Yale 2-1904	Howard D. Crissey	
	New York 17	60 E. 42nd St.	Murray Hill 7-1550	Henry J. Geist	
	San Francisco, Calif.	49 California St.	Sutter 1-0475	Emil J. Rome	
	Seattle 2	135 Harvard, N.	Minor 3537	Adrian VanSanten	
	Washington 4, D. C.	Munsey Bldg.	Republic 5897	William A. Eaton	
	Wilmington, Calif.	404 N. Avalon Blvd.	Terminal 4-1721	J. L. Lovett	
Recorders Labs. Ltd.	Hollywood 38, Calif.	6916 Santa Monica Blvd.	Hudson 2-1251	R. L. Burgess	Transcriptions. TV: Same
Recordisc Corp.	New York 13	395 Broadway	Canal 6-3446	Sidney S. Gould	Recording discs-styli. For FM: Same
Recoton Corp.	New York 10	251 Fourth Avenue	Algonquin 4-4170	H. H. Borchardt	Sapphire cutting stylii
Reeves Soundcraft Corp.	New York 22	10 E. 52 St.	Plaza 5-6834	Albert C. Travis, Jr.	Recording equipment and discs. FM, TV, facsimile: Same
	Atlanta, Ga.	106 Forrest Ave., N. E.	Walnut 8246	Henry W. Burwell	
	Cleveland, Ohio	1456 Waterbury Rd.	Academy 4932	John Olsen	
	Detroit, Mich.	2111 Woodward Ave.	Cherry 6460	H. E. Walton	
	Fort Wayne 2, Ind.	Fort Wayne Bank Bldg.	Anthony 9460	B. L. MacPherson	
	Kansas City 8, Mo.	18th and Grand Ave.	Grand 1355	Fred Somers, Jr.	
	Pittsburgh 4, Pa.	3239 Faronia St.	Walnut 2959	W. F. Lowry	
	Los Angeles 14	1709 W. 8 St.	Exposition 1169	Emmett N. Hughes	
	Montreal	32 Winchester Ave.	Elwood 0236	R. F. Brown	
Rek-O-Kut Company, Inc.	Long Island City 1, N. Y.	38-01 Queens Blvd.	Stillwell 4-7062	George Silber	Recording and transcription equipment, overhead cutting mechanisms, cabinets. FM, TV: Antennae towers
	Chicago 10, Ill.	510 N. Dearborn	Anthony 9460	R. M. Karet	
	Dallas 1, Texas	201-13 Cedar Springs Ave.	Central 5535	J. Y. Schoonmaker	
	Decatur, Ga.	212 Mimosa Drive	Crescent 6167	Avis McCorvey	
	Los Angeles 14, Cal.	1709 W. 8th St.	Exposition 1169	Emmett Hughes	
Robinson Recording Labs.	Philadelphia 3	2022 Sansom St.	Locust 7-4731	W. P. Robinson	Transcription turntables, tone arms, disc recording machines. FM, TV: Same
The Charles E. Schuler Engr. Co.	Newark, Ohio	109 Cambria St.	6624	Charles E. Schuler	FM, TV: Antenna towers
Scientific Radio Service	Hyattsville, Md.	4301 Sheridan St.	Hyattsville 0535	H. D. Eisenhauer	Piezo electric quartz crystals
Hermon Hosmer Scott, Inc.	Cambridge 39, Mass.	385 Putnam Ave.	Kirkland 7-0565	K. S. Brock	Dynamic noise suppressor, sound level meters, same for FM. TV: Sound level meters
	Chicago 39, Ill.	4949 W. Diversey Ave.	National 2-2370	Ray R. Hutmacher	
	New York 7, N. Y.	11 Park Place	Worth 4-0996-7	Samuel S. Egert	
	Philadelphia 7, Pa.	121 N. Broad St.	Locust 7-5470	Milton J. Shapp	
	Hollywood 28, Calif.	Guaranty Bldg.	Hollywood 5111	H. A. Kittleson	
	Fort Myers, Fla.	P. O. Box 466		Arthur H. Lynch	
	N. Minneapolis, Minn.	256 First Ave.	Main 8353	Fred B. Hill	
Scully Machine Co.	Bridgeport 8, Conn.	62 Walter St.	4-5300	L. J. Scully	Precision disc recording machines. TV: Same
Shallcross Mfg. Co.	Collingdale, Pa.	Jackson & Pusey Aves.		Charles H. Fritz	FM: Precision wire-wound resistors, fixed and variable. TV: Attenuators, switches, volume and gain measuring. Facsimile: Equipment, design and manufacture custom-built instruments
Sherron Electronics Co.	Brooklyn 6, N. Y.	1201 Flushing Ave.	Hyacinth 7-2820	E. P. Alisch	FM: Transmitters 250 watts, upwards; audio studio equipment. TV: Transmitter 250 watts, upwards, master control with sync generator and monoscope equipment, studio director's control, TV test equipment
Shure Brothers Inc.	Chicago 10	225 W. Huron St.	Delaware 7-4550	Jack Berman	Microphones
	Los Angeles, Calif.	908 West Venice Blvd.	Richmond 8383	W. Bert Knight	
	New York, N.Y.	136 Liberty St.	Worth 2-6550	F. Edwin Schmitt	
Mark Simpson Mfg. Co., Inc.	Long Island City 3, N.Y.	32-28 Forty Ninth St.	Ravenswood 8-5810	Miryam Simpson	FM: Remote and bridging amplifiers, portable disc recorders, high fidelity amplifiers. TV: Boosters
Skyline Tower Co.	Chicago 36, Ill.	5900 S. Ashland Ave.	Walbrook 5-1288	William E. Stakee	FM: Supporting towers for any antenna. TV: Towers for relay networks & antenna supporting towers. Facsimile: Antenna towers
Sonic Recording Products, Inc.	Freeport, N. Y.	50 Mill Rd.	Freeport 8-9988	A. Snyder	Instantaneous professional recording blanks
Sonocraft Co. Inc.	New York 19	45 W. 45 St.	Luxemberg 2-1750	Max Berg	Disc, tape and wire recorders, amplifiers, microphones and stands, transcription playbacks, pickups and equalizers, tuners, recording blanks, magnetic noise erasers, recording and reproduction stylii, high fidelity recording tape and wire, noise suppressors.
Sorensen & Co., Inc.	Stamford, Conn.	375 Fairfield Ave.	Stamford 3-3159	Edward R. McCarthy	FM, TV, Facsimile: Voltage regulators and DC power supplies
Sound Apparatus Co.	New York 7	233 Broadway	Rector 2-7579	L. P. Reitz, Jr.	Automatic graphic level recorders of various types. FM, TV, facsimile: Same
	Stirling, N. J.	Main Street	Millington 7-0600	A. W. Niemann	
The SoundScriber Corp.	New Haven 4, Conn.	146 Munson St.	7-2125	R. W. Davidson	Continuous plastic disc recording equipment
Speak-O-Phone Recording & Equip. Co.	New York 23	23 W. 60 St.	Columbus 5-1350	C. A. Austin	Disc recording equipment
SREPCO, Inc.	Dayton 2, Ohio	135 E. 2nd St.	Fulton 2174	Lyndon Francis	Nameplates for microphones, autos, panels, studio door, desk, etc., lapel buttons, felt banners, recording labels
Stainless, Inc.	New York, N. Y.	50 Church St.	Digby 9-4379	Henry J. Guzewicz	Towers
William V. Stancil Co.	N. Hollywood, Calif.	3857 Berry Court	Stanley 7-1815	William V. Stancil	Magnetic recorders and associated equipment. FM, TV: Same

(Continued on page 444)



Above: **Truscon Type H-30 Self-Supporting Steel Radio Tower climbs 500 feet high with an 8-bay Western Electric FM antenna for WPIC, Sharon, Pa. Overall height is 550 ft.**

Above Center: **This 450-foot Truscon Guyed Radio Tower climbs tall to serve mountainous Tennessee . . . It is operated by WBIR, Knoxville.**

Below: **KFAM, St. Cloud, Minn.—440-foot Truscon Type H-30 Self-Supporting Radio Tower mounts an RCA 4-section FM Pylon. Overall height is 494 feet.**

Typical TRUSCON TOWERS OF STRENGTH

Above: **5000-watt WMAK, Nashville, Tenn., uses five Truscon Type A Self-Supporting towers, each 210 ft. high.**

• ● •

Below: **This guyed Truscon Steel Radio Tower operated by KOCY, Oklahoma City, Okla., is 849 feet above ground, 938 feet high overall to top of General Electric FM antenna.**

Broadcasters the world over depend on Truscon Radio Towers for maintenance of continued schedules to hold listeners. Every Truscon tower is *engineered to its location* . . . windy or sheltered . . . open or mountainous . . . humid or dry. And, each is a product of the finest materials and workmanship serving your industry.

Truscon can design and erect exactly the tower you need . . . tall or small . . . guyed or self-supporting . . . uniform or tapered in cross-section . . . for AM, FM and TV. For engineering assistance without obligation, phone or write our home office in Youngstown, Ohio, or any convenient Truscon district office.

TRUSCON STEEL COMPANY
YOUNGSTOWN 1, OHIO
Subsidiary of Republic Steel Corporation

• • • • • • • • • • • • • • •

TRUSCON
SELF-SUPPORTING AND
UNIFORM CROSS SECTION GUYED
TOWERS

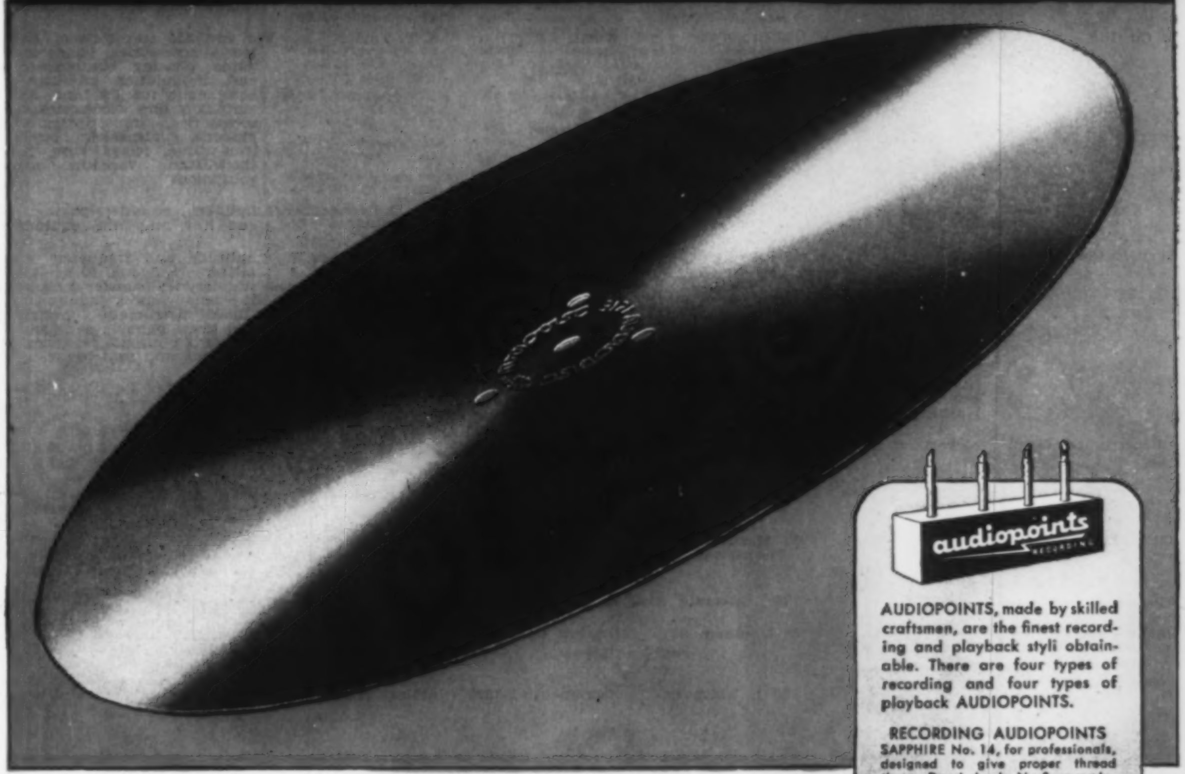
DIRECTORY OF AM-FM-TV EQUIPMENT MANUFACTURERS

(Continued)

NAME OF COMPANY	CITY	ADDRESS	TELEPHONE	MANAGER	PRODUCTS
The Superior Electric Co.	Bristol, Conn.		3141, 42, 43	J. S. Louden	Stabiline automatic voltage regulators, dimmers and variable transformers
	Dallas 1, Texas	2711 Commerce St.		L. R. Ward	
	Denver 2, Colo.	Cooper Bldg.		Allen I. Williams	
	Des Moines, Iowa	Box 1491		L. C. Hardie	
	Detroit 27, Mich.	16190 Harlow Blvd.		Buryl R. Hill	
	Los Angeles 15, Calif.	1406 S. Grand Ave.		J. C. Van Groos	
	New Orleans 15, La.	1511 Louisiana Ave.		Harbert S. Gregory	
Sylvania Electric Products Inc.	New York 18	500 Fifth Ave.	Wisconsin 7-9500	George C. Connor	Transmitter and receiving tubes, modulation meter, cathode ray tubes, oscilloscopes, polymeter, signal generator
	Atlanta 3, Ga.	William-Oliver Bldg	Jackson 3015	Hugh Saussy	
	Boston 15	70 Forsyth St.	Kenmore 8900	A. C. Viebranz	
	Buffalo 2	Jackson Bldg.	Washington 0418	Raymond P. Connors	
	Chicago 3	20 N. Wacker Dr.	Franklin 4512	L. A. Wheelock	
	Cleveland 14	Union Commerce Bldg.	Cherry 4100	P. M. Pritchard	
	Detroit 2	Boulevard Bldg.	Trinity 1-7660	A. G. Holl	
	Kansas City 8	2109 Broadway	Victory 5565	A. C. Jones	
	Los Angeles 13	210 W. 7 St.	Tucker 1511	F. E. Gilbert	
	Philadelphia 7	Lincoln Liberty Bldg.	Rittenhouse 6-4862	H. J. Martin	
	San Francisco 4	111 Sutter St.	Garfield 1846	George R. Sommers	
	Seattle 1	White-Henry Stuart Bldg.	Elliott 7122	C. T. Clark	
	Washington 5, D.C.	Washington Bldg.	Republic 7733	G. Dallas Rand	
Television Associates, Inc.	Chicago, 1, Ill.	190 N. State St.	State 2-9222	Keith Kiggins	TV: Controllable studio lighting, microwave reflector units, tripods, parapet clamps, camera dollies, cable clamps, kaleidoscopes, continuous film reels, video analyzers (test equipment)
	Michigan City, Ind.	E. Mich. St.	Michigan City 3655	James Lahey	
	New York 16, N. Y.	280 Madison Ave.	Murray Hill 5-1989	Albert D. Stern	
Television Projects, Inc.	Newark 2, N. J.	24 Walnut St.	South Orange 2-9487	H. C. Hogencamp	TV: Cameras, studio equipment, TelVueR units
Terminal Radio Corp.	New York 7, N. Y.	85 Cortlandt St.	Worth 4-3311	Jack Simon	Pickups, studio speakers, call letter plates, amplifiers, mircophones, accessories. TV: Receiving chassis and kits
Tower Construction Co.	Sioux City 9, Iowa	Commerce Bldg.	56761	C. W. Wright	Erection of radio towers, installation of FM antennas, coaxial lines and ground systems
Tower Sales & Erecting Co.	Portland 13	6100 N. E. Columbia Blvd.	Trinity 7303	C. H. Fisher	Radio towers-vertical radiators, erecting, lighting, painting and ground systems. Installation coaxial lines
Trans-Lux News-Sign Corp.	New York 20	1270 Sixth Ave.	Circle 7-4970	Bert W. Roth	News signs
Transmitter Equipment Mfg. Co. Inc.	New York 14	345 Hudson St.	WA 4-1550	Morton B. Kahn	Transmitters, studio speech amplifying equipment, relay transmitters and receivers, mobile equipment, studio-transmitter links, marine and public utilities communication equip. For FM, TV and facsimile: Relay and studio-transmitter link
Truscon Steel Co	Youngstown 1, Ohio	1315 Albert St.	32171	George F. Bateson	Self-supporting and uniform cross section guyed masts for AM and to support FM, TV and facsimile antennas, copper mesh ground screen, complete line of steel building products
	Boston 27	307 Dorchester Ave.	South Boston 2420		
	Buffalo 3, N.Y.	Rand Bldg.	Washington 1351		
	Chicago 6	201 N. Wells St.	Franklin 4600		
	Cleveland 15	Hanna Bldg. Annex	Cherry 0282		
	Dallas 1	Construction Bldg.	Central 5448		
	Kansas City 6, Mo.	1012 Baltimore Ave.	Harrison 3673		
	Los Angeles 54	P.O. Box 3699, Terminal Annex Station	Angeles 7151 Main 5537 Murray Hill 2-1400		
	Minneapolis 2	Baker Bldg.	Harney 7353		
	New York 17	155 E. 44 St.	Trinity 1153		
	Omaha 2	Insurance Bldg.	Central 0146		
	Portland 12, Oregon	2139 N. Kerby Ave.	Douglas 7135		
	St. Louis 3	Shell Bldg.	District 0883		
	San Francisco 5	604 Mission St.	Douglas 27135		
	Washington 5, D.C	Investment Bldg.	District 0883		
The Turner Co.	Cedar Rapids, Iowa	909 17th St., N. E.	3-2607-08	Wm. J. Nezerka	Microphones. FM: Same
United Electronics Co.	Newark 2, N.J.	42 Spring St.	Humboldt 2-0576	C. A. Rice	Broadcast transmitting tubes
	Chicago, Ill.	600 W. Jackson Blvd.	Andover 4363	H. F. Tideman	
	Jackson, Mich.	1100 S. West Ave.	Jackson 2-2061	P. M. Day	
	Kansas City 3, Mo.	3119 Gillham Rd. Suite A	Logan 9545	Maury E. Bettis	
	Los Angeles, Calif.	800 W. 11th St.	Prospect 7503	J. T. Hill	
	Minneapolis 5, Minn.	237 Sheridan Ave. S.		Marvin H. Kirkeby	
	New Orleans 12, La.	715 Camp St.	Raymond 9009	George H. Peirce	
	San Francisco 5, Calif.	Cunard Bldg.		R. E. Smiley	
United States Recording Co.	Washington 5, D. C.	1121 Vermont Ave., N. W.	Sterling 3626	Robert L. Kaufman	Panacoustic line of electronic products, audio control consoles, salesmen's and educational AC-DC playbacks, complete line recording, studio broadcast, intercommunication and sound equipment. FM, TV: Studio audio and special, FM: Amplifiers and installation
United States Television Mfg. Corp.	New York 23	3 W. 61 St.	Circle 6-4255	F. H. Hoge, Jr.	TV: Receiver monitor, projection and 15" direct view
	Elizabeth, N. J.	80 W. Jersey	2-1322	L. R. Fisher	
	Los Angeles	7755 Beverly Blvd.	Walnut 9521	Richard Olsen	
	Washington, D. C.	2609 24 St., N. W.	Decatur 7809	Shelby York	
University Loudspeakers, Inc.	White Plains, N.Y.	80 S. Kensico Ave.	White Plains 9-9605	Irving Golin	FM: High fidelity loudspeaker

(Continued on page 446)

For truly fine recording and reproduction



AUDIOPOINTS, made by skilled craftsmen, are the finest recording and playback styli obtainable. There are four types of recording and four types of playback AUDIOPOINTS.

RECORDING AUDIOPOINTS

SAPPHIRE No. 14, for professionals, designed to give proper thread throw. Dural shank. No finer made.

SAPPHIRE No. 202, a less expensive but fine recording point for use by those not requiring the super quality of No. 14 Sapphire. Brass shank.

STELLITE No. 34, professional type. Cuts quiet, shiny grooves for several hours. Brass shank.

DIAMOND LAPPED STEEL No. 50, cuts a fine, quiet groove. Each gives from 15 to 30 minutes actual recording time.

audiopoints
PLAYBACK

PLAYBACK AUDIOPOINTS

SAPPHIRE No. 113, finest obtainable. Complete fidelity and minimum disc wear. For original recordings and vinylite transcriptions.

"RED CIRCLE" SAPPHIRE No. 103, straight dural shank. One of the best playback points obtainable. For use on original recordings, transcriptions and phonograph records.

"RED CIRCLE" SAPPHIRE No. 303, bent dural shank. One of the best playback points obtainable. Particularly useful in heavy pickups for original recordings. The ideal phonograph needle.

STRAIGHT SHANK STEEL No. 151. The most practical point for general use. Each point has passed a shadowgraphed test.

Our Resharpening Service gives real economy in the use of AUDIOPOINTS Nos. 14, 202, 34, 113, 103 and 303.

PROFESSIONAL RECORDISTS USE *AND RECOMMEND* . . .

audiodiscs* and audiopoints*

Audiodiscs have all of the features essential to high fidelity recording. A superior lacquer is applied by a unique process that gives a flawless surface. In cutting, the thread throws well and there is no annoying static. In playback, whether at once or in the future, there is low surface noise. Their playback life is unequalled. There are six types of *Audiodiscs:*

RED LABEL tops all accepted quality standards for professional use. Double-sided in 6½", 8", 10", 12", and 16" diameters.

SINGLE FACE RED LABEL brings new economy to applications requiring but one side. 12" and 16" diameters.

YELLOW LABEL double-sided discs are of high uniform quality and the popular choice for all general purpose recording. Sizes same as Red Label.

REFERENCE permits extreme economy in test-cuts, filing and reference recordings. Double-sided in 10", 12" and 16" diameters.

MASTERS give fine results with either the gold sputtering or silvering process. The outstanding choice where pressings are to be made. Double or single face in 12", 13¼" and 17¼" diameters.

BLUE LABEL are low cost double-sided discs with the same recording lacquer as professional Audiodiscs, but on thinner aluminum base, 6½", 8" and 10" diameters.

*Reg. U. S. Pat. Off.

All Audiodiscs are manufactured on aluminum base.

AUDIODISCS are manufactured in the U. S. A. under exclusive license from PYRAL, S.A.R.L., Paris

AUDIO DEVICES, INC., 444 MADSION AVE., N. Y. C.

EXPORT DEPT: ROCKE INTERNATIONAL, 13 East 40th Street, New York 16, N. Y.

THEY SPEAK FOR THEMSELVES

they speak for themselves

DIRECTORY OF AM-FM-TV EQUIPMENT MANUFACTURERS
(Continued)

NAME OF COMPANY	CITY	ADDRESS	TELEPHONE	MANAGER	PRODUCTS
Webster Electric Co.	Racine, Wisc.	1900 Clark St.	Jackson 6776	D. H. Darnold	Ekotape recorder — reproducer, Featheride pickup cartridges and arms
Western Electric Co. Inc.	New York 7	120 Broadway	Worth 4-2100	S. P. Taylor	FM and AM transmitters, antennas and antenna accessories, phase monitors and antenna phasing equipment, FM frequency and modulation monitor, speech input equipment for FM and AM, speech input amplifiers and accessories, microphones and accessories, transcription turntables and pickups, loudspeakers, power supplies, electron tubes, relays, keys, jacks, mountings, thermistors, varistors, sound measuring equipment
Western Sound & Electric Labs Inc.	Milwaukee 4	805 S. 5th St.	Mitchell 5-8122	Don C. Drengenberg	Amplifiers, recorders-paging, remote control and line matching equipment
Westinghouse Electric Corp.	Baltimore 3	2519 Wilkens Ave.	Edmondson 2300	H. D. Moreland	Amplitude and frequency modulated transmitters, (5, 50 and 50 kw AM; 10, 50 kw FM) standard transmitter consoles, antenna phasing and tuning equipment, transmitting tubes, instruments, meters, relays, studio and tower lighting equipment, transformers, capacitors, circuit breakers, regulators, precipitrons and switchgear.
	Atlanta 2, Ga.	1299 Northside Dr., N. W.	Atwood 1641	A. W. Rose	
	Boston 10	10 High St.	Liberty 0600	E. C. Delano	
	Chicago 6	20 N. Wacker Dr.	Franklin 5520	W. J. Maytham, Jr.	
	New York 5	40 Wall St.	Whitehall 3-4321	J. S. Parry	
	Philadelphia 4	3001 Walnut St.	Evergreen 6-8700	T. P. Jones	
	Pittsburgh 30	306 Fourth Ave.	Atlantic 8-400	L. H. Loufek	
	St Louis 1	411 N. 7th St.	Central 1120	A. F. Buck	
	San Francisco 4	1 Montgomery St.	Exbrook 5353	S. H. Harrison	
	Washington 6, D. C.	1625 K St., N. W.	National 8843	J. F. Hanlon	
Weston Electrical Instrument Corp.	Newark 5, N. J.	614 Frelinghuysen Ave.	Bigelow 3-4700	E. T. Higgons	Electrical instruments, tube checkers, vacuum tubes, voltmeters & light meters
Wincharger Corp.	Sioux City, Iowa	East 7th & Division Sts.	86513	M. M. Lasensky	Towers, lighting equipment. For FM: Antennas and supporting towers for antenna
Wind Turbine Company	West Chester, Pa.	E. Market St. and Pennsylvania R.R.	West Chester 3110	P. J. Broullire	Supply and installation of towers; ground systems, transmission lines, manufacturer of antennas. TV and FM: Same
WiRecorder Corp.	Detroit 4	7055 Intervale Ave.	Hogarth 6676	W. P. Haboush	Battery operated portable wirecorders
The Workshop Associates Inc.	Newton Highlands 61, Mass.	66 Needham St.	Bigelow 4-3330	Gardiner G. Greene	FM: Studio to transmitter relay equipment and broadcast antenna. TV: Studio to transmitter relay equipment
Zephyr Products Co.	New York 29	160 E. 116th St.	Sacramento 2-1800	Arthur Heine	Recording equipment and accessories

Panacoustic—QUALITY

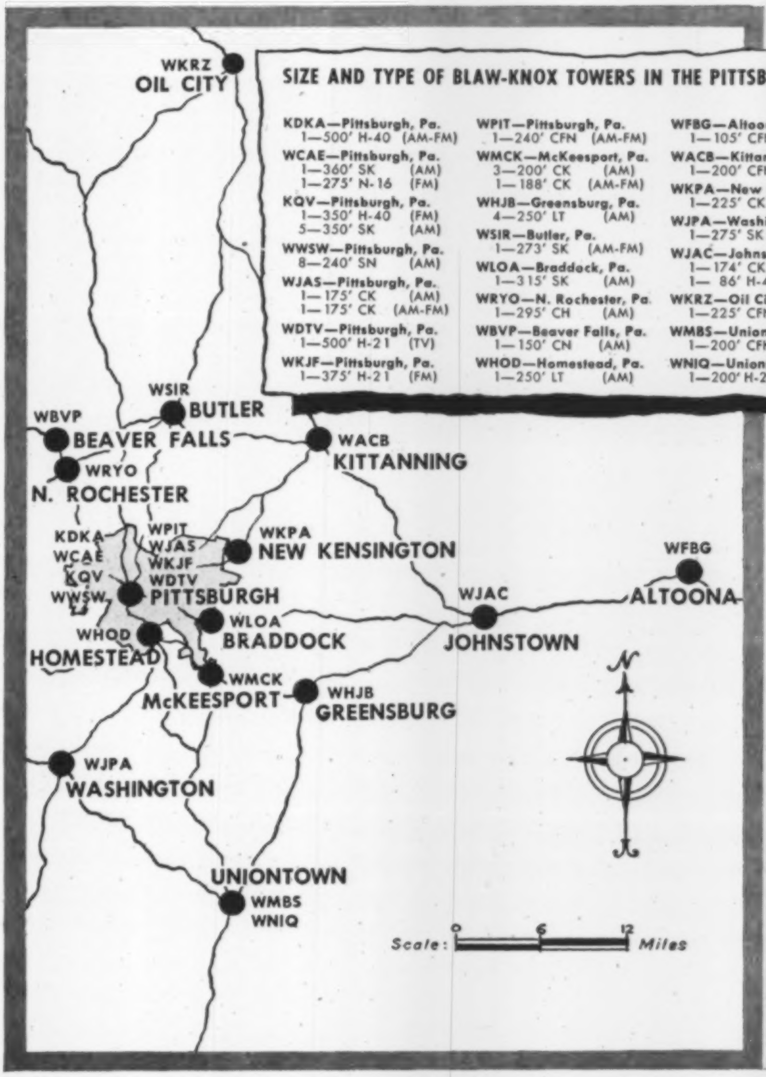
- Where a superior piece of equipment is doing a better job, you'll find the familiar little figure of Pan and the word *Panacoustic*. *It means better quality!*
- Manufacturers of fine Audio Equipment. Distributors of Presto and other Famous Audio and electronic equipment.
- We use this fine equipment in our operation of Washington's Oldest and largest Recording Studios.
- Serving as Washington's studios for stations and regional networks of The Nation.

U.S. RECORDING COMPANY WASHINGTON D.C.

U.S. Recording Company

WASHINGTON, DISTRICT OF COLUMBIA

Telephone: STERLING 3626


WKRZ
OIL CITY
WSIR
BUTLER
WBVP
BEAVER FALLS
WRYO
N. ROCHESTER
WACB
KITTANNING
KDKA
WCAE
KQV
WWSW
WPIT
WJAS
WKJF
WDTV
PITTSBURGH
WKPA
NEW KENSINGTON
WFBG
ALTOONA
WJAC
JOHNSTOWN
WHOD
HOMESTEAD
WLOA
BRADDOCK
WMCK
McKEESPORT
WHJB
GREENSBURG
WJPA
WASHINGTON
UNIONTOWN
WMBS
WNIQ
N
Scale: 0 6 12 Miles

SIZE AND TYPE OF BLAW-KNOX TOWERS IN THE PITTSBURGH AREA

KDKA—Pittsburgh, Pa.
1—500′ H-40 (AM-FM)

WCAE—Pittsburgh, Pa.
1—360′ SK (AM)
1—275′ N-16 (FM)

KQV—Pittsburgh, Pa.
1—350′ H-40 (FM)
5—350′ SK (AM)

WWSW—Pittsburgh, Pa.
8—240′ SN (AM)

WJAS—Pittsburgh, Pa.
1—175′ CK (AM)
1—175′ CK (AM-FM)

WDTV—Pittsburgh, Pa.
1—500′ H-21 (TV)

WKJF—Pittsburgh, Pa.
1—375′ H-21 (FM)

WPIT—Pittsburgh, Pa.
1—240′ CFN (AM-FM)

WMCK—McKeesport, Pa.
3—200′ CK (AM)
1—188′ CK (AM-FM)

WHJB—Greensburg, Pa.
4—250′ LT (AM)

WSIR—Butler, Pa.
1—273′ SK (AM-FM)

WLOA—Braddock, Pa.
1—315′ SK (AM)

WRYO—N. Rochester, Pa.
1—295′ CH (AM)

WBVP—Beaver Falls, Pa.
1—150′ CN (AM)

WHOD—Homestead, Pa.
1—250′ LT (AM)

WFBG—Altoona, Pa.
1—105′ CFN (FM)

WACB—Kittanning, Pa.
1—200′ CFN (AM)

WKPA—New Kensington, Pa.
1—225′ CK (AM)

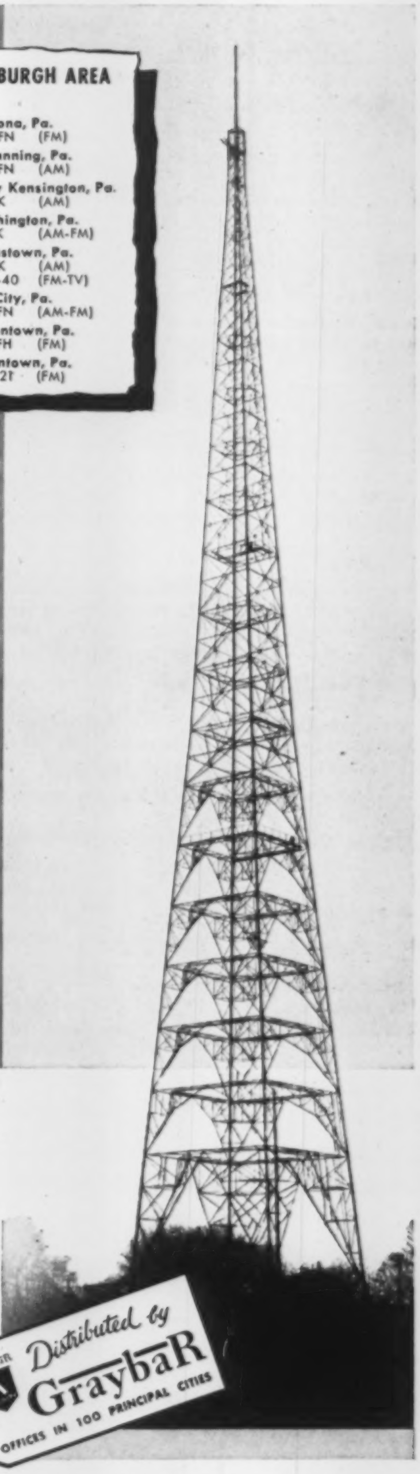
WJPA—Washington, Pa.
1—275′ SK (AM-FM)

WJAC—Johnstown, Pa.
1—174′ CK (AM)
1— 86′ H-40 (FM-TV)

WKRZ—Oil City, Pa.
1—225′ CFN (AM-FM)

WMBS—Uniontown, Pa.
1—200′ CFH (FM)

WNIQ—Uniontown, Pa.
1—200′ H-21 (FM)



WHERE COMPETITION IS KEENEST...

BLAW-KNOX TOWERS DOMINATE THE AIRWAYS

That "still, small voice in the wilderness" hasn't a chance around Pittsburgh. To be heard above the electronic babble it must come out loud, strong and clear.

Receivers tuned to the stations shown here find clear, sharp signals broadcast via Blaw-Knox Antenna Towers . . . Radio engineers know you can "hear the difference."

BLAW-KNOX DIVISION OF BLAW-KNOX COMPANY
2038 Farmers Bank Bldg., Pittsburgh, Pa.

Distributed by
GraybaR
OFFICES IN 100 PRINCIPAL CITIES

BLAW-KNOX ANTENNA TOWERS

HOW TO APPLY FOR A BROADCAST STATION LICENSE

Pertaining to AM, FM, Television and Related Services

Any qualified citizen, firm or group may apply to the Federal Communications Commission for authority to construct a commercial standard, frequency modulation or television broadcast station.

Licensing of these facilities is prescribed by the Communications Act of 1934, which sets up certain basic requirements. In general, applicants must satisfy the Commission that they are legally, technically and financially qualified, and that operation of the proposed station would be in the public interest, convenience and necessity.

The application procedure is substantially the same whether the facility sought is an FM, television or standard broadcast station.

The licensing procedure is detailed in Part 1 of the Commission's "Rules Relating to Organization and Practice and Procedure", while station operation is covered by Part 3, "Rules Governing Broadcast Services", and "Standards of Good Engineering Practice."

Selecting a Frequency

The Communications Act recognizes broadcasting as a competitive industry and invests the Commission with the responsibility of allocating facilities so as to provide a fair, efficient and equitable distribution of radio service.

Standard broadcast stations operate on "local", "regional", or "clear" channels. Local stations are of 100 to 250 watts power and serve smaller communities; stations of 500 watts to 5 kilowatts cover larger centers of population and surrounding areas; stations of 10 to 50 kilowatt maximum power are for large area coverage, particularly at night.

To determine whether an AM frequency is available for assignment in a particular area, it is necessary for the applicant to have a channel study made by a competent engineer. The Commission's engineering personnel cannot undertake to make such studies for prospective applicants.

In the case of FM, the Commission has tentatively allocated geographic blocks of frequencies to accommodate Class A stations (community) and Class B. Stations (metropolitan and rural). Except in the larger cities, the demand for FM stations has not yet exceeded the supply of available frequencies.

Television channels are apportioned for "metropolitan," "community," and "rural" service.

Applying for a Construction Permit

Once a prospective licensee has decided the type of station he wants to apply for, the next step is to make application for a construction permit. This application must be in writing, on a form (No. 301) supplied by the Commission. This form requires information about the ctizenship and character of the applicant, as well as his financial, technical and other ability to construct and operate a station, plus details about the transmitting apparatus to be used and the proposed new service. Triplicate copies are required, two of which must be executed under oath or affirmation.

Application Processing

Applications are, in turn, studied by the Commission's Engineering, Law, and Accounting Bureaus, which make their respective recommendations to the Commission. The system of processing is so designed that applications are considered by different categories in the order in which received.

CONCERNING FCC RULES & REGULATIONS

"How to Apply for a Broadcast Station" is a comprehensive and concise statement prepared with the assistance of the FCC Law Department which explains in lay language the procedures involved in making application for the various types of broadcast licenses.

Published in easy reference form on following pages are excerpts of the FCC Rules and Regulations most frequently used. Further information concerning rules and regulations may be obtained at the office of the Secretary, FCC, New Post Office Bldg., Washington 25, D. C.

If, upon examination of an application, the Commission determines that there are no engineering conflicts and that all other requirements are met, the application is granted and a construction permit is issued.

Conditional grants are made to qualified FM applicants subject to their filing, within 90 days, engineering details concerning their proposed operations, after which construction permits are issued. Television and FM stations are permitted interim operation with less than the prescribed power.

All construction authorizations are subject to approval of transmitter site and antenna system by Civil Aeronautics Administration.

Hearings

However, where it appears that interference would be caused to another station above the degree prescribed in the Commission's "Standards of Good Engineering Practice", or if other serious questions are involved, a hearing is usually required before a determination can be made. Sometimes, also, a hearing is necessary because two or more applicants request the same frequency.

In designating an application for hearing, the Commission gives public notice of the issues raised for the information of the applicant and other parties who may be concerned. Prior to the hearing, requests may be made for enlargement of the issues, to amend the application, or to permit other parties to intervene.

Usually the hearing date is not fixed until after the applicant agrees to such a hearing and has filed for his appearance. It may, however, be designated in the original notice. The notice generally allows the applicant a period of 30 days or more in which to prepare. Even after being designated for hearing, an applicant may find it possible to satisfy the issues raised by amending his application, especially if there are engineering considerations.

Hearings are customarily conducted by a presiding officer designated by the Commission. He can be a Commissioner or an examiner. He has authority to administer oaths, examine witnesses and rule upon the admission of evidence. Individual or partnership applicants may appear in person or by counsel, but corporate applicants must be represented by attorney.

Request for Argument

Within 20 days after the close of the hearing, each party has the privilege of filing proposed findings of fact and conclusions in support of his contentions. After review of evidence and statements, the Commission enters its proposed decision.

In the event he wishes to contest the proposed decision, the applicant and any other interested party then has 20 days to file exceptions and to request oral argument before the Commission. Oral argument is granted on request. After oral argument the Commission may adopt, modify or reverse its proposed findings.

In event that no exceptions are taken, the Commission issues an order making its proposed findings effective. Within 20 days thereafter, any party involved may file a petition for rehearing. Such a petition may be filed whether or not the decision is based upon a hearing, but the petition does not stay the proceedings unless ordered by the Commission.

Construction Permit

When and if an application meets statutory and other requirements, it is granted and a construction permit is issued. The latter specifies a date for commencement and another for completion of construction. A maximum of 60 days from date of grant is provided in which construction shall begin, and a maximum of six months thereafter as the time for completion (or 8 months in all). If the permittee is unable to build his station within the time specified he can apply (on Form 701) for additional time, stating the reasons. Upon completion of construction, the permittee can engage in equipment tests.

License

The final step is to apply (on Form 302) for the actual license. The applicant must show compliance with all terms, conditions, and obligations set forth in the application and the construction permit. After applying for a license, the holder of a construction permit can conduct program tests for a period not to exceed 30 days. A station license is then issued if no new cause or circumstance has come to the attention of the Commission that would make operation of the station contrary to the public interest.

Standard and FM stations are licensed for the statutory limit of three years; television stations for one year.

(FCC Rules and Regulations on Page 450)

LOOK TO RAYTHEON

One Dependable Source of Supply

FOR ALL YOUR NEEDS

Raytheon provides a complete service for the Broadcast Industry. When you specify *Raytheon* you are teaming up with an organization devoted to research and manufacture for broadcasters—an organization that has established completely new standards of excellence and dependability in transmitters, speech equipment and station accessories. Raytheon equipment is always a Raytheon responsibility . . . from initial stages of design and engineering to the final details of operation and maintenance. It pays to look to Raytheon for *all* your needs.

AM TRANSMITTERS

250 to 10,000 watts — featuring simplified circuits, exceptional signal quality, maximum dependability, striking modern beauty.

DIRECTIONAL PHASING SYSTEMS

TOWERS and ANTENNA TUNING UNITS

FM TRANSMITTERS

250W, 1KW, 3KW, 10KW — incorporating Raytheon Cascade Phase Shift Modulation with direct crystal control.

FM ANTENNAS

Simple, inexpensive, yet highly efficient — no icing, low wind loading, perfect radiation.

ISOLATING GAP TRANSFORMERS

SPEECH EQUIPMENT

RC-11 STUDIO CONSOLE

Complete high-fidelity speech input facilities in one handsome cabinet. Now with cue pots for two turntables.

RPC-40 PORTABLE CONSOLETTE

For studio or remote use. Four input channels, high level mixing, two output lines.

NEW

RZ-10 PRE AMPLIFIER

A plug-in type pre-amp or booster for microphones or turntables. High input level, low distortion.

NEW

RP-10 PROGRAM AMPLIFIER

Single-unit amplifier and power supply. Overall gain, 65db; flat from 30 to 15,000 cps.

NEW

RPL-10 LINE AMPLIFIER

Single control, two-stage, push-pull amplifier with wide frequency response, low distortion, low noise level, no RF pickup.

RR-10 & RR-30 REMOTE AMPLIFIERS

Single or three channel units.

RM-10 MONITOR AMPLIFIERS

RL-10 VOLUME LIMITERS

RV-10 VU METER PANELS

BROADCAST STATION ACCESSORIES

Complete stocks of technical equipment and accessories for the Broadcaster, including relay racks, tower lighting chokes, meters, tubes, "On the Air" relays and lights, jacks, plugs, and connectors, transmitter monitors, transcription players and pickups, recorders, microphones and stands, speakers and baffles, all types of microphone, ground and hook-up wire, and transmission lines and accessories.

RAYTHEON

Excellence in Electronics

RAYTHEON MANUFACTURING COMPANY

WALTHAM 54, MASSACHUSETTS

NEW ENGLAND
Raytheon Manufacturing Co.
Waltham 54, Mass.
VA. 5-5860, Ex. 422

CHICAGO 6, ILLINOIS
Warren Cozzens
Ben Farmer
222 West Adams Street
Ran. 7457

NEW YORK 17, N. Y.
Henry J. Geist
60 East 42nd Street
MU. 7-1550

SEATTLE, WASH.
Adrian Van Santen
135 Harvard North
Minor 3537

CHATTANOOGA, TENN.
W. B. Taylor
Signal Mountain
8-2487

DALLAS 8, TEXAS
Howard D. Crissey
414 East 10th Street
Yale 2-1904

SAN FRANCISCO, CAL.
Raytheon Manufacturing Co.
49 California Street
Sutter 1-0475

WASHINGTON 4, D. C.
Raytheon Manufacturing Co.
739 Munsey Building
Republic 5897

WILMINGTON, CALIFORNIA
Raytheon Manufacturing Co., 404 North Avalon Blvd., Terminal 4-1721

FCC RULES & REGULATIONS FOR BROADCAST SERVICES

Selected Sections as Amended to Jan. 1, 1949

INDEX TO SECTIONS

Allocations and Definitions 450
Censorship 478
Facsimile 464
Indecent Language 478
License Renewals 470
Lotteries 477
Multiple Ownership 456
Network Affiliation 464
Operating Schedules 456
Operator Requirements 462
Political Broadcasts 476
Rebroadcasts 476
Recordings and Transcriptions 476
Reports to Be Filed 466
Revocations; Modifications; Suspensions 476
Sponsored Programs 474
Station Identification 472
Transfers and Assignments 478

(EDITOR'S NOTE: For convenience, rules for AM, FM and TV have been consolidated under the above general headings.)

Allocations and Definitions

IN AM RULES [1] . . .

§3.1 *Standard broadcast station.*—The term "standard broadcast station" means a station licensed for the transmission of radio-telephone emissions primarily intended to be received by the general public and operated on a channel in the band 550-1600 kilocycles, inclusive.

§3.2 *Standard broadcast band.*—The term "standard broadcast band" means the band of frequencies extending from 550-1600 kilocycles, inclusive, both 550 kilocycles and 1600 kilocycles being the carrier frequencies of broadcast channels.

§3.3 *Standard broadcast channel.*—The term "standard broadcast channel" means the band of frequencies occupied by the carrier and two side bands of a broadcast signal with the carrier frequency at the center. Channels shall be designated by their assigned carrier frequencies. Carrier frequencies assigned to standard broadcast stations shall begin at 550 kilocycles and be in successive steps of 10 kilocycles.

§3.4 *Dominant station.*—The term "dominant station" means a class I station, as hereinafter defined, operating on a clear channel.

§3.5 *Secondary station.*—The term "secondary station" means any station except a class I station operating on a clear channel.

§3.6 *Daytime.*—The term "daytime" means that period of time between local sunrise and local sunset.

§3.7 *Nighttime.*—The term "nighttime" means that period of time between local sunset and 12 midnight local standard time.

§3.8 *Sunrise and sunset.*—The terms "sunrise and sunset" mean, for each particular location and during any particular month, the average time of sunrise and sunset as specified in the license of a broadcast station. (For tabulations of average sunrise and sunset times for each month at various points in the United States, see "Average Sunrise and Sunset Times.")

§3.9 *Broadcast day.*—The term "broadcast day" means that period of time between local sunrise and 12 midnight local standard time.

§3.10 *Experimental period.*—The term "experimental period" means that time between 12 midnight and local sunrise. This period may be used for experimental purposes in testing and maintaining apparatus by the licensee of any standard broadcast station on its assigned frequency and with its authorized power, provided no interference is caused to other stations maintaining a regular operating schedule within such period. No station licensed for "daytime" or "specified hours" of operation may broadcast any regular or scheduled program during this period.

§3.11 *Service areas.—(a)* The term "primary service area" of a broadcast station means the area in which the ground wave is not subject to objectionable interference or objectionable fading.

(b) The term "secondary service area" of a broadcast station means the area served by the sky wave and not subject to objectionable interference. The signal is subject to intermittent variations in intensity.

(c) The term "intermittent service area" of a broadcast station means the area receiving service from the ground wave but beyond the primary service area and subject to some interference and fading.

§3.12 *Main studio.*—The term "main studio" means, as to any station, the studio from which the majority of its local programs originate, and/or from which a majority of its station announcements are made of programs originating at remote points. [EDITOR'S NOTE: FCC had pending, but had not acted upon Jan. 1, a proposal to require each station to originate a majority of its non-network programs (majority from standpoint of time) from the city in which the station is located as shown in its license.]

§3.13 *Portable transmitter.*—The term "portable transmitter" means a transmitter so constructed that it may be moved about conveniently from place to place, and is in fact so moved about from time to time, but not ordinarily used while in motion. In the standard broadcast band, such a transmitter is used in making field intensity measurements for locating a transmitter site for a standard broadcast station. A portable broadcast station will not be licensed in the standard broadcast band for regular transmission of programs intended to be received by the public.

§3.14 *Auxiliary transmitter.*—The term "auxiliary transmitter" means a transmitter maintained only for transmitting the regular programs of a station in case of failure of the main transmitter.

§3.15 *Combined audio harmonics.*—The term "combined audio harmonics" means the arithmetical sum of the amplitudes of all the separate harmonic components. Root sum square harmonic readings may be accepted under conditions prescribed by the Commission.

§3.16 *Effective field.*—The term "effective field" or "effective field intensity" is the root-mean-square (RMS) value of the inverse distance fields at a distance of 1 mile from the antenna in all directions in the horizontal plane.

Allocations—(AM)

§3.21 *Three classes of standard broadcast channels.—(a) Clear channel:* A "clear channel" is one on which the dominant station or stations render service over wide areas and which are cleared of objectionable interference within their primary service areas and over all or a substantial portion of their secondary service areas.

(b) Regional channel: A "regional channel" is one on which several stations may operate with powers not in excess of 5 kilowatts. The primary service area of a station operating on any such channel may be limited as a consequence of interference to a given field intensity contour.

(c) Local channel: A "local channel" is one on which several stations may operate with powers not in excess of 250 watts. The primary service area of a station operating on any such channel may be limited, as a consequence of interference, to a given field intensity contour.

§3.22 *Classes and power of standard broadcast stations.—(a) Class I station:* A "class I station" is a dominant station operating on a clear channel and designed to render primary and secondary service over an extended area and at relatively long distances. Its primary service area is free from objectionable interference from other stations on the same and adjacent channels and its secondary service area free from interference except from stations on the adjacent channel, and from stations on the same channel in accordance with the channel designation in section 3.25 or in accordance with the Engineering Standards of Allocation. The operating power shall be not less than 10 kilowatts nor more than 50 kilowatts. (Also see section 3.25 (a) for further power limitation.)

(b) Class II station: A "class II station" is a secondary station which operates on a clear channel (see section 3.25) and is designed to render service over a primary service area which is limited by and subject to such interference as may be received from class I stations. A station of this class shall operate with power not less than 0.25 kilowatts nor more than 50 kilowatts. Whenever necessary, a class II station shall use a directional antenna or other means to avoid interference with class I stations and with other class II stations, in accordance with the Engineering Standards of Allocation.

(c) Class III station: A "class III station" is a station which operates on a regional channel and is designed to render service primarily to a metropolitan district [2] and the rural area contiguous thereto. Class III stations are subdivided into two classes:

(1) *Class III-A station:* A "class III-A station" is a class III station which operates with power not less than 1 kilowatt nor more than 5 kilowatts, and the service area of which is subject to interference in accordance with the Engineering Standards of Allocation.

(2) *Class III-B station:* A "class III-B station" is a class III station which operates with a power not less than 0.5 kilowatt nor more than 1 kilowatt night and 5 kilowatts daytime, and the service area of which is subject to interference in accordance with the Engineering Standards of Allocation.

(d) Class IV station: A "class IV station" is a station operating on a local channel and designed to render service primarily to a city or town and the suburban and rural area contiguous thereto. The power of a station of this class shall not be less than 0.1 kilowatt nor more than 0.25 kilowatt, and its service area is subject to interference in accordance with the Engineering Standards of Allocation.

§3.23 *Time of operation of the several classes of stations.*[3]—The several

(Continued on page 452)

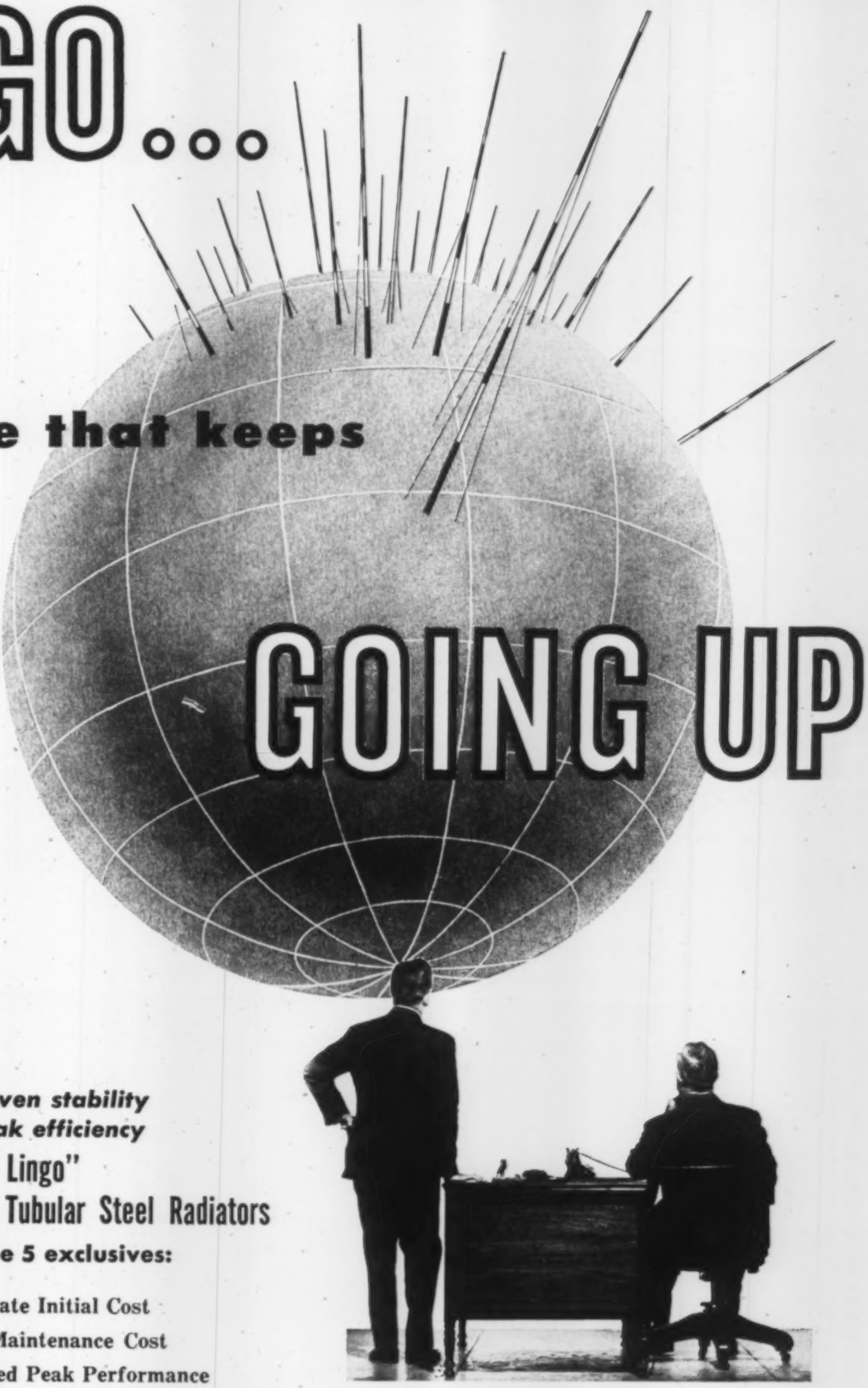
---

[1] Other definitions which may pertain to standard broadcast stations are included in sections 2.1 to 2.35 and the Communications Act of 1934, as amended.

[2] The term "metropolitan district" as used in this paragraph is not limited in accordance with the definition given by the Bureau of the Census but includes any principal center of population in any area.

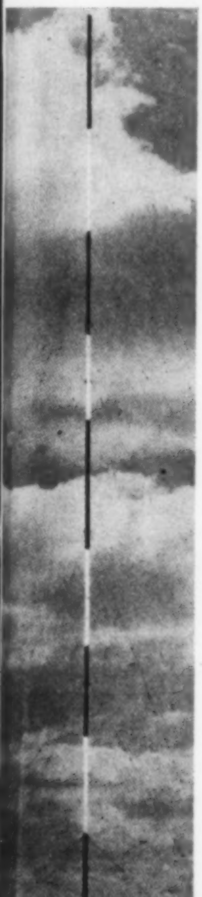
[3] Formal application required for change in time of operation of existing broadcast station. See Standards of Good Engineering Practice for form number.

LINGO...



the name that keeps

GOING UP!



For proven stability and peak efficiency

"Look to Lingo"
Vertical Tubular Steel Radiators

for these 5 exclusives:

1. Moderate Initial Cost
2. Low Maintenance Cost
3. Assured Peak Performance
4. Ease of Erection
5. 52 Years' Experience

Pertinent Data Gladly Supplied on Request

Write us for answers to such problems as proper radiator height, ground systems, and other related problems. Please indicate location, power and proposed frequency.

JOHN E. LINGO & SON, INC. ESTABLISHED 1897 CAMDEN, NEW JERSEY

FCC RULES AND REGULATIONS
(Continued)

classes of standard broadcast stations may be licensed to operate in accordance with the following:

(a) "Unlimited time" permits operation without a maximum limit as to time.

(b) "Limited time" is applicable to class II (secondary statons) operating on a clear channel only. It permits operation of the secondary station during daytime, and until local sunset if located west of the dominant station on the channel, or if located east thereof, until sunset at the dominant station; and in addition during night hours, if any, not used by the dominant station or stations on the channel.

(c) "Daytime" permits operation during the hours between average monthly local sunrise and average monthly local sunset. (For exact time of sunset at any location see "Average Sunrise and Sunset Times.")

(d) "Sharing time" permits operation during hours which are so restricted by the station license as to require a division of time with one or more other stations using the same channel.

(e) "Specified hours" means that the exact operating hours are specified in the license. (The minimum hours that any station shall operate are specified in section 3.71.)

§3.25 *Clear channels: class I and II stations.*—The frequencies in the following tabulations are designated as clear channels and assigned for use by the classes of stations given:

(a) To each of the channels below there will be assigned one class I station and there may be assigned one or more class II stations operating limited time or daytime only: 640, 650, 660, 670, 700, 720, 750, 760, 770, 780, 820, 830, 840, 870, 880, 890, 1020, 1040, 1100, 1120, 1160, 1180, 1200, and 1210 kilocycles. The power of the class I stations on these channels shall not be less than 50 kilowatts.

(b) To each of the channels below there may be assigned class I and class II stations: 680, 710, 810, 850, 940, 1000, 1030, 1060, 1070, 1080, 1090, 1110, 1130, 1140, 1170, 1190, 1500, 1510, 1520, 1530, 1550, and 1560 kilocycles.

(c) For class II stations which will not deliver over 5 microvolts per meter groundwave or 25 microvolts per meter 10 percent time sky wave at any point on said border and provided that such stations operating nighttime (i.e., sunset to sunrise at the location of the class II station) are located not less than 650 miles from the nearest Canadian border, 690, 740, 860, 990, 1010[4] and 1580 kilocycles.

(d) For class II stations which operate daytime only with power not in excess of 1 kilowatt and which will not deliver over 5 microvolts per meter ground wave at any point on the nearest Mexican Border, 730, 800, 900, 1050,[5] 1220,[6] and 1570 kilocycles.

(e) For class II stations which will deliver not over 5 microvolts per meter ground wave or 25 microvolts per meter 10 per cent time sky wave at any point of land in the Bahama Islands, and provided that such stations operating nighttime (i.e., sunset to sunrise at the location of the class II station) are located not less than 650 miles from the nearest point of land in the Bahama Islands, 1540 kilocycles.

§3.26 *Regional channels: classes III-A and III-B stations.*—The following frequencies are designated as regional channels and are assigned for use by class III-A and III-B stations: [7]; 550, 560,[8] 570,[8] 580, 590,[8] 600, 610, 620, 630,[8] 790, 910, 920, 930, 950, 960, 970, 980, 1150, 1250, 1260, 1270,[8] 1280, 1290, 1300, 1310, 1320, 1330, 1350, 1360, 1370, 1380, 1390, 1410, 1420, 1430, 1440, 1460, 1470, 1480, 1590, and 1600 kilocycles.

§3.27 *Local channels: class IV stations.*—The following frequencies are designated as local channels and are assigned for use by class IV stations: 1230, 1240, 1340, 1400, 1450, and 1490 kilocycles.

§3.28 *Assignment of stations to channels.—(a)* The individual assignments of stations to channels which may cause interference to other United States stations only shall be made in accordance with the standards of good engineering practice prescribed and published from time to time by the Commission for the respective classes of stations involved. (For determining objectionable interference see "Engineering Standards of Allocation" and "Field Intensity Measurements in Allocation", Section C.)

(b) In all cases where an individual station assignment may cause interference with or may involve a channel assigned for priority of use by a station in another North American country, the classifications, allocation requirements and engineering standards set forth in the North American Regional Broadcasting Agreement shall be observed.

§3.29 *Assignment of class IV stations to regional channels.*—On condition that interference will not be caused to any class III station, and that the channel is used fully for class III stations and subject to interference as may be received from class III stations, class IV stations may be assigned to regional channels.

§3.30 *Station location.—(a)* Each standard broadcast station shall be considered located in the State and city where the main studio is located.

(b) The transmitter of each standard broadcast station shall be so located that primary service is delivered to the borough or city in which the main studio is located in accordance with the Standards of Good Engineering Practice, prescribed by the Commission.

§3.31 *Authority to move main studio.*—The licensee of a standard broadcast station shall not move its main studio outside the borders of the borough or city, State, district, Territory, or possession in which it is located without first making written application[9] to the Commission for authority to so move, and securing written permission for such removal. The licensee shall promptly notify the Commission of any other change in location of the main studio.

IN FM RULES . . .

§3.201 *Numerical designation of FM broadcast channels.*—For convenience, the frequencies available for FM broadcasting (including those assigned to non-commercial educational broadcasting) are given numerical designations which are shown in the table below:

[Editor's Note: The band is 88-108 mc. To avoid duplication the numbering is not reproduced here. Class A channels are shown in § 3.203(b); Class B.

§3.202 *Areas of the United States.*—For the purpose of allocation the United States is divided into two areas. The first area—Area I—includes southern New Hampshire; all of Massachusetts, Rhode Island, and Connecticut; southeastern New York as far north as Albany-Troy-Schenectady; all of New Jersey, Delaware, and the District of Columbia; Maryland as far west as Hagerstown; and eastern Pennsylvania as far west as Harrisburg.[10] The second area—Area II—comprehends the remainder of the United States not included in Area I.

§3.203 *Class A stations.—(a)* A Class A station is a station which operates on a Class A channel and is designed to render service primarily to a community or to a city or town other than the principal city of an area, and the surrounding rural area. The transmitter power and antenna height of a Class A station shall normally be capable of coverage equivalent[11] to a minimum of 100 watts and a maximum of 1 kw effective radiated power and antenna height of 250 feet above average terrain, as determined by the methods prescribed in the Standards of Good Engineering Practice Concerning FM Broadcast Stations. Class A stations will not be authorized with more than 1 kw effective radiated power. Standard power ratings of transmitters used for Class A stations shall be not less than 250 watts nor more than 1 kilowatt. Class A stations will normally be protected to the 1 mv/m contour; however, assignments will be made in a manner to insure, insofar as possible, a maximum of service to all listeners, whether urban or rural, giving consideration to the minimum signal capable of providing service.

(b) The following frequencies are designated as Class A channels and are assigned for use by Class A stations:

Frequency (mc.)	Channel No.	Frequency (mc.)	Channel No.	Frequency (mc.)	Channel No.
92.1	221	96.7	244	102.3	272
92.7	224	97.7	249	103.1	276
93.5	228	98.3	252	103.9	280
94.3	232	99.3	257	104.9	285
95.3	237	100.1	261	105.5	288
95.9	240	100.9	265	106.3	292
		101.7	269	107.1	296

These channels are available for assignment (1) in cities which are not the central city or cities of a metropolitan district, and (2) in central cities of metropolitan districts which have fewer than six class B stations.[12]

(c) The main studio of a class A station shall be located in the city served and the transmitter shall be located as near the center of the city as practicable.

(Continued on page 454)

---

[4] A station on 1010 kilocycles shall also protect a class I-B station at Havana, Cuba.

[5] See North American Regional Broadcasting Agreement for use of this channel by a station in New York (Appendix I, Table IV.)

[6] See Agreement with Mexico for further use of this channel.

[7] See section 3.29 in regard to assigning class IV stations to regional channels.

[8] See North American Regional Broadcasting Agreement for special provisions concerning the assigning of class II stations in other countries of North America to these regional channels. Such stations shall be protected from interference in accordance with appendix II, Table I, of said Agreement.

[9] Formal application required. See Standards of Good Engineering Practice for form number.

[10] In some of the territory contiguous to area 1, the demand for frequencies requires that applications be given careful study and consideration to insure an equitable distribution of facilities throughout the region. This region includes the remainder of Maryland, Pennsylvania, and New York (except the northeastern corner) not included in area 1; Virginia, West Virginia, North Carolina, South Carolina, Ohio and Indiana; southern Michigan as far north as Saginaw; eastern Illinois as far west as Rockford-Decatur; and southeastern Wisconsin as far north as Sheboygan. Other regions may be added as required.

[11] For the purpose of determining equivalent coverage, the 100 uv/m contour should be used.

[12] For the time being, until more FM broadcast stations are authorized, the Commission will not authorize class A stations in central cities of metropolitan districts having four or more standard broadcast stations.

Here's the new **Radio Station** model **"Ekotape"** tape recorder

with all regular "Ekotape" features AND
- high impedance low level input
- zero level 500 ohm input
- zero level 500 ohm output

$445.00 f.o.b. Racine
plus sales and any other applicable taxes

MAKING A SPEECH? RECORD IT!

Rehearse your speech or sales talk on the "Ekotape"—you'll find it invaluable! If necessary, you can be in three places at once, by mailing out duplicates of your recording. Simplified threading, simple operation, excellent voice quality.

TEACHING SPEECH, LANGUAGES?

"Ekotape" records every inflection, aspirate, and consonant for precise comparison. Fast forward and rewind and indicator help you find any section you want, quickly. Instantaneous starts and stops—you don't lose a syllable!

TO RECORD A BROADCAST

. . . or an audition, monitor programs, record interviews, for re-broadcast. "Ekotape" gets all that any good radio gets, and more than most. High and low level input jacks: electronic recording indicator. Tape doesn't kink and snarl: easy to splice and edit, may be duplicated in quantities.

HAVING A CONFERENCE?

Record the whole meeting, every inflection and *sotto voce* remark, on the "Ekotape." Uses any standard recording tape. Recording lasts for years; or with the dual erase you can use the tape again and again!

PRACTICE YOUR CONCERTO

Superlative tone quality and absolute freedom from wow and flutter make "Ekotape" the musician's recorder. "C" comes out "C," not sharp or flat. Full rich tone, dual controls; ample power.

All this—and more with the new

WEBSTER ELECTRIC

Ekotape

RECORDER-REPRODUCER

The broadcast station model "Ekotape" offers all the versatility of the regular model plus the zero level 500 ohm input and output jacks. A high quality unit that's an amazingly good buy. In handsome deep blue scuff-proof carrying case. Call the nearest Graybar branch for a demonstration, or mail the coupon below for details.

ENTERTAINMENT, PUBLIC ADDRESS

It has more power than most recorders to operate large speakers. Play music; record speeches; broadcast from tape recordings or direct from "mike". Program may be monitored during recording.

GET THIS FREE BOOKLET

What users told us they needed in a recorder; uses; how to select a recorder; "Ekotape" features and specifications.

Made by the makers of "Teletalk" intercommunication, sound systems, phonograph pickups and cartridges.

WEBSTER ELECTRIC COMPANY, Racine, Wis. BC-3
Please send me, without obligation, your "Ekotape" booklet. (Broadcast Model.)
Name...
Company or Organization...
Address...
City.............................State..............

WEBSTER ELECTRIC
RACINE WISCONSIN
Established 1909

Export Dept. 13 E. 40th St., New York (16), N.Y. Cable Address "ARLAB" New York City

"Where Quality is a Responsibility and Fair Dealing an Obligation"

1899—50th
Anniversary—1949

50 Years Publishing

FACTS!

marshalled to do
Your bidding—

Modern business and Sales Management depends for its vigor upon accurately marshalled FACTS—conclusive Facts—ready for instant reference.

There are approximately 14,000 complete business data items in the McKITTRICK DIRECTORY OF ADVERTISERS—Geographical Section and Classified Section respectively. Items that yield all the essential FACTS about National Advertisers—their Products, Trade Names, Executive Personnel, Appropriations, Media, When Lists are made up, Distribution, etc.

Sales problems are always changing and maximum Spot-Sales can be obtained through

* *FACTS that help increase the time spent with prospects.*

* *FACTS that help make calls more profitable.*

* *FACTS that reveal additional opportunities in the territory.*

Why not plan your Sales and Promotional campaigns on the basis of these determinable FACTS?

Why not send for further information as to the cost and other essential details concerning this directory and Service?

GEORGE McKITTRICK & COMPANY

108 Fulton Street New York 7, N. Y.

FCC RULES AND REGULATIONS
(Continued)

§3.204 *Class B Stations.*—(a) A class B station is a station which operates on a class B channel and is designed to render service primarily to a metropolitan district or principal city and the surrounding rural area, or to rural areas removed from large centers of population. The service area of a class B station will not be protected beyond the 1000 uv/m contour; however, class B assignments will be made in a manner to insure, insofar as possible, a maximum of service to all listeners, whether urban or rural, giving consideration to the minimum signal capable of providing service. Standard power ratings of transmitters used for class B stations shall normally be 1000 watts or greater. In the following subsections, antenna height above average terrain and effective radiated power are to be determined by the methods prescribed in the Standards of Good Engineering Practice Concerning FM Broadcast Stations.

(1) In Area I, class B stations will be licensed to operate with service area equivalent[11] to a minimum of 10 kw effective radiated power and antenna height of 300 feet above average terrain and a maximum of 20 kw effective radiated power and antenna height of 500 feet above average terrain.[13] In metropolitan districts in Area I with a population greater than 250,000 the minimum service area shall be the equivalent[11] of 20 kw effective radiated power and an antenna height of 350 feet above average terrain. Class B stations in Area I will not be licensed with an effective radiated power greater than 20 kw.

(2) In Area II, class B stations will be licensed to operate with a service area equivalent[11] to a minimum of 2 kw effective radiated power and antenna height of 300 feet above average terrain and a normal maximum of 20 kw effective radiated power and antenna height of 500 feet above average terrain.[13] The use of greater power and antenna height will be encouraged in those portions of Area II where such use would not result in undue interference to stations already authorized or to probable assignments insofar as can be determined at the time of the grant. In such case, the power, antenna height and area will be determined on the merits of each application with particular attention being given to rural areas which would not otherwise receive service.

(b) The following frequencies are designated as Class B channels and are assigned for use by Class B stations:

[Editor's Note: To avoid duplications, the Class B frequencies are not repeated here. They are shown on page 602 as allocated among the various communities.]

§3.205 *Station location.*—(a) Each FM broadcast station shall be considered located in the state and city where the main studio is located.

(b) The transmitter of each FM broadcast station shall be so located that satisfactory service is delivered to the city where the main studio is located, in accordance with the Standards of Good Engineering Practice Concerning FM Broadcast Stations; *Provided, however,* upon special showing of need, authorization may be granted to locate the transmitter so that adequate service is not rendered to this city, but in no event shall this city be beyond the 50 uv/m contour.

§3.206 *Main Studio.*—The term "main studio" means the studio from which the majority of local programs originate and/or from which a majority of station announcements are made of programs originating at remote points. [Editor's Note: Proposal to amend AM main-studio rule (see note to Sec. 3.12, above, also would apply in FM.)]

IN TELEVISION RULES . . .

§3.601 *Numerical designation of television channels.*—The channels or frequency bands set forth below are available for television broadcast stations.*

Channel No.	*Megacycles*	*Channel No.*	*Megacycles*
1	44-50	8	180-186
2	54-60	9	186-192
3	60-66	10	192-198
4	66-72	11	198-204
5	76-82	12	204-210
6	82-88	13	210-216
7	174-180		

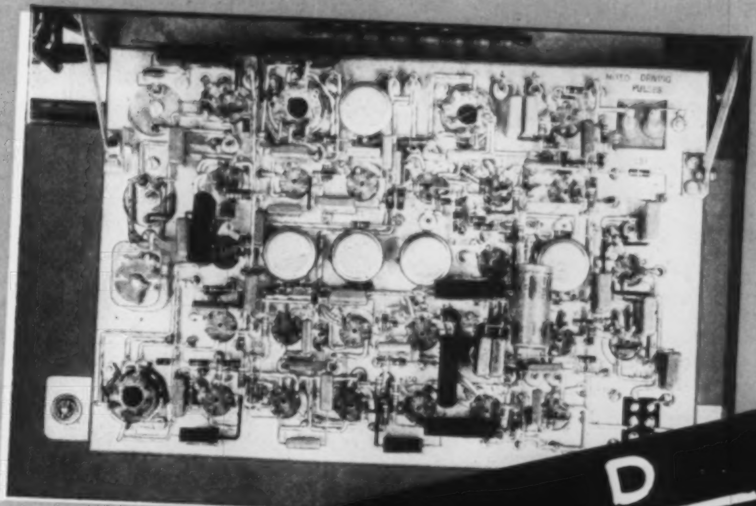
---

[11] For the purpose of determining equivalent coverage, the 100 uv/m contour should be used.

[13] In the determination of appropriate coverage, consideration should be given to population distribution, terrain, service from other FM stations, trade area and other economic factors. Among the recognized trade area authorites are the following: J. Walter Thompson (Retail Shopping Areas), Hearst Magazines, Inc. (Consumer Trading Areas), Rand McNally Map Co. (Trading Areas) and Hagstrom Map Co. (Four Color Retail Trading Area Map).

* [Editor's Note: By order adopted May 5, 1948, effective June 14, 1948, FCC deleted TV channel No. 1 by allocating 44-50 mc to non-government fixed and mobile services. The sharing of Channels 2-13 by non-television services was eliminated at the same time. At year's end, FCC had pending a proposal to allocate all or part of the 475-890 mc experimental television band for commercial television operation.]

(Continued on page 456)



TIMING UNIT
PORTABLE SYNC GENERATOR
Type 5030-A

$$SD + QW = \frac{D}{FWFT}$$

(SIMPLE TRANSLATION)

SUPERIOR DESIGN plus QUALITY WORKMANSHIP equals DU MONT

First with the Finest in Television

➧ You don't have to be an expert in higher mathematics to recognize the thorough dependability, accessibility and performance stability of all Du Mont Television Broadcast Equipment. It's there—you can see it in every component, bend of the wire, and soldered joint.

That is the reason why Television Broadcasters, guided by the experience of others, compare design *plus* workmanship, and then *buy* Du Mont, the "First With the Finest in Television."

Which simply adds up to this: Before you purchase your telecasting equipment, follow the lead of others—visit Du Mont—examine Du Mont—compare performance—and draw your own conclusions.

START AS SMALL AS YOU WISH, WITH THE DU MONT
Acorn Package

©ALLEN B. DU MONT LABORATORIES, INC.

DUMONT *First with the Finest in Television*

ALLEN B. DU MONT LABORATORIES, INC. • TELEVISION EQUIPMENT DIVISION, 42 HARDING AVE., CLIFTON, N. J. • DU MONT NETWORK AND STATION WABD, 515 MADISON AVE., NEW YORK 22, N. Y. • DU MONT'S JOHN WANAMAKER TELEVISION STUDIOS, WANAMAKER PLACE, NEW YORK 3, N. Y. • STATION WTTG, WASHINGTON, D. C. • HOME OFFICES AND PLANTS, PASSAIC, N. J.

FCC RULES AND REGULATIONS
(Continued)

§3.603 *Community stations.*—(a) A Community station is designed primarily for rendering service to the smaller metropolitan districts or principal cities. Television channel No. 1 is assigned exclusively for Community stations. [Editor's Note: Channel 1 has since been deleted. See Editor's Note to Sec. 3.601, above.] Channels 2 to 13, inclusive, can also be used for Community stations provided such use complies with Section 3.606.

(b) The power of a Community station may not exceed an effective radiated peak power of 1 kilowatt. The maximum antenna height for such stations shall be 500 feet above the average terrain as determined by methods prescribed in the Standards of Good Engineering Practice Concerning Television Broadcast Stations. [Editor's Note: Changes in TV rules and standards, including those on power and protected contours, were under consideration but had not been acted upon Jan. 1, 1949.)

(c) The main studio of a Community station shall be located in the city or town served and the transmitter shall be located as near the center of the city as practicable.

§3.604 *Metropolitan stations.*—(a) Metropolitan stations may be assigned to television channels 2 through 13, both inclusive. They are designed primarily to render service to a single metropolitan district or a principal city and to the rural area surrounding such metropolitan district or principal city.

(b) Metropolitan stations are limited to a maximum of 50 kilowatts effective radiated peak power with antenna having a height of 500 feet above the average terrain, as determined by the methods prescribed in Standards of Good Engineering Practice Concerning Television Broadcast Stations. Where higher antenna heights are available, they should be used but in such cases the Commission may authorize less than 50 kilowatts effective radiated peak power so that the coverage (within the 5000 uv/m contour) shall be substantially similar to that which would be provided by 50 kilowatts effective radiated peak power and a 500 foot antenna. Where it is shown that an antenna height of 500 feet is not available, the Commission may authorize the use of a lower height antenna but will not permit an increase in radiated power in excess of 50 kilowatts. The service area of Metropolitan stations will not be protected beyond the 5000 uv/m contour and such stations will be located in such a manner as to insure, insofar as possible, a maximum of television service to all listeners, whether urban or rural. [Editor's Note: See note to Sec. 3.603 (b), above.]

(c) The main studio for Metropolitan stations shall be located in the city or metropolitan district with which the station is associated and the transmitter should be located so as to provide the maximum service to the city or metropolitan district served.

§3.605 *Rural stations.*—(a) Licensees of Metropolitan stations or applicants who desire to qualify as licensees of Rural stations must make a special showing to the Commission that they propose to serve an area more extensive than that served by a Metropolitan station and that the additional area proposed to be served is predominantly rural in character. In addition, a showing must be made that such use of the channel will not cause objectionable interference to other television stations or prevent the assignment of other television stations where there is reasonable evidence of the probability of such station being located in the future.

(b) Channels 2 through 13 are available for assignment to Rural stations. The service area of Rural stations will be determined by the Commission.

(c) The main studio of Rural stations shall be located within the 500 uv/m contour.

§3.606 *Table Showing Allocation of Television Channels to Metropolitan Districts in the United States.* [Editor's Note: Because of major changes which FCC proposed to make in the channel-allocation table, and the pendency of proceedings to revise the rules and standards, which could lead to further substantial changes, reproduction of the allocation table which technically was in effect on Jan. 1, 1949, would serve no useful purpose. Accordingly, the table is omitted here.]

Multiple Ownership*

IN AM RULES . . .

§3.35 *Multiple Ownership*—No license shall be granted for a standard broadcast station, directly or indirectly owned, operated or controlled[14] by any person[15] where such station renders or will render primary service to a substantial portion of the primary service area of another standard broadcast station, directly or indirectly owned, operated or controlled by such person, except upon a showing that public interest, convenience and necessity will be served through such multiple ownership situation.

IN FM RULES . . .

§3.240 *Multiple Ownership.*—(a) No person (including all persons under common control)[14] shall, directly or indirectly, own, operate, or control more than one FM broadcast station that would serve substantially the same service area as another FM broadcast station owned, operated, or controlled by such person.

(b) No person (including all persons under common control) shall, directly or indirectly, own, operate, or control more than one FM broadcast station, except upon a showing (1) that such ownership, operation or control would foster competition among FM broadcast stations or provide an FM broadcasting service distinct and separate from existing services, and (2) that such ownership, operation, or control would not result in the concentration of control of FM broadcasting facilities in a manner inconsistent with public interest, convenience, or necessity: *Provided, however,* That the Commission will consider the ownership, operation, or control of more than six FM broadcast stations to constitute the concentration of control of FM broadcasting facilities in a manner inconsistent with public interest, convenience, or necessity.

IN TELEVISION RULES . . .

§3.640—[Editor's Note: Identical with §3.240, above, with two exceptions: "television broadcast station" is substituted for "FM broadcast station" wherever it appears; and, in the proviso clause of paragraph (b), "ownership, operation, or control of more than five television broadcast stations" is regarded as concentration of control.]

* [Editor's Note: FCC had pending on Jan. 1, but had not acted upon, a proposal to set seven stations as the maximum for common ownership in AM. Six would remain the maximum in FM; five in TV.

[The proposed rule would also extend to minority interests. In each class (AM, FM, TV), the number of stations controlled by a single person or entity would determine the number of other stations in which the same person (or any stockholder, officer or director, in the case of corporations) might have less than controlling interests. The following table would govern. The numbers in the column "S-C" refer to stations controlled. Directly opposite each such number is shown, in the column headed "M-I," the number of other stations in which minority interests would be permitted.]

AM		FM		TV	
S-C	M-I	S-C	M-I	S-C	M-I
7	0	6	0	5	0
6	1 or 2	5	1 or 2	4	1 or 2
5	3 or 4	4	3 or 4	3	3 or 4
4	5 or 6	3	5 or 6	2	5 or 6
3	7 or 8	2	7 or 8	1	7 or 8
2	9 or 10	1	9 or 10	0	9 or 10
1	11 or 12	0	11 or 12		
0	13 or 14				

Operating Schedules

FOR AM STATIONS . . .

§3.71 *Minimum operating schedule.*—Except Sundays, the licensee of each standard broadcast station shall maintain a minimum operating schedule of two-thirds of the total hours that it is authorized to operate between 6 a.m. and 6 p.m., local standard time, and two-thirds of the total hours it is authorized to operate between 6 p.m. and midnight, local standard time, except that in an emergency when, due to causes beyond the control of the licensee, it becomes impossible to continue operating, the station may cease operation for a period of not to exceed 10 days, provided that the Commission and the inspector in charge[16] shall be notified in writing immediately after the emergency develops.

§3.72 *Operation during experimental period.*—The licensee of each standard broadcast station shall operate or refrain from operating its station during the experimental period as directed by the Commission in order to facilitate frequency measurement or for the determination of interference. (Stations involved in the after-midnight frequency monitoring programs are notified of their operating and silent schedule.)

§3.73 *Specified hours.*—If the license of a station specifies the hours of operation, the schedule so specified shall be adhered to except as provided in sections 3.71 and 3.72.

§3.86 *Local standard time; license provisions.*—The time of operation of any broadcast station which does not share time with other stations on the same channel shall be understood to have reference to local standard time unless modification of such license with respect to hours of operation is authorized by the Commission. [Editor's Note: See "Time and Time Changes," below.]

(Continued on page 461)

---

[14] The word "control", as used herein, is not limited to majority stock ownership but includes actual working control in whatever manner exercised.

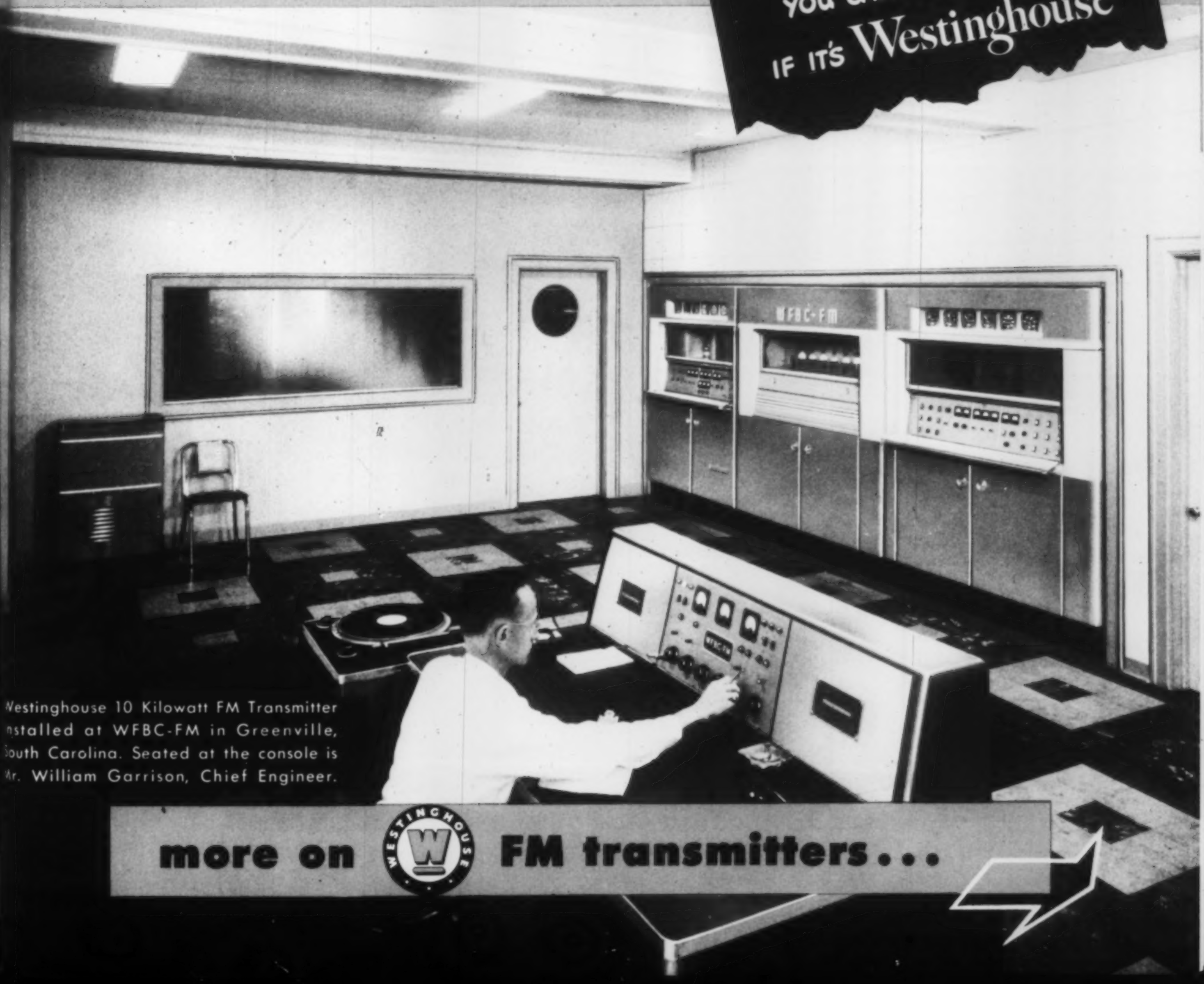
[15] The word "person", as used herein, includes all persons under common control.

[16] See Field Offices of the Commission.

Westinghouse FM

TRANSMITTERS

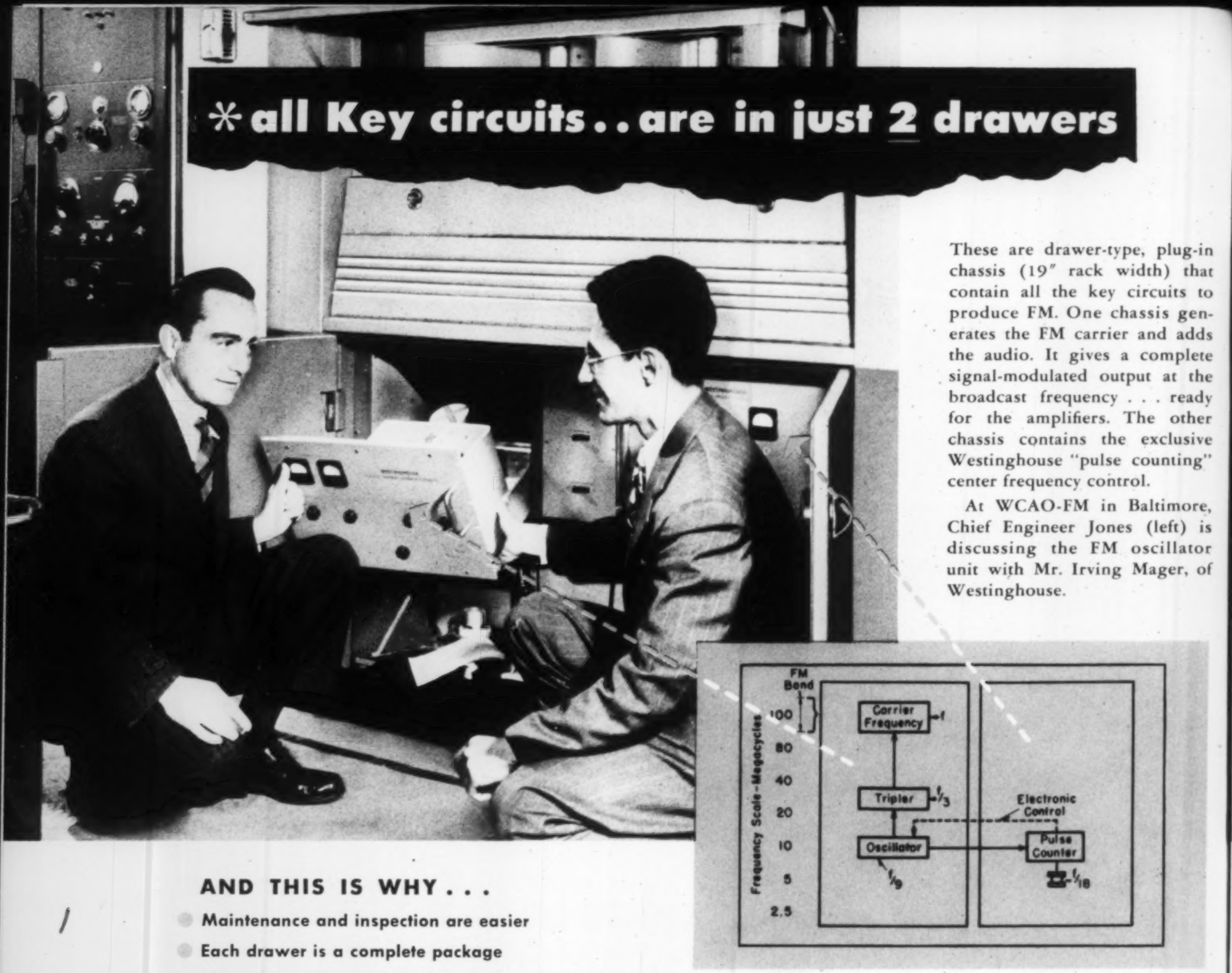
YOU CAN BE **SURE**..
IF IT'S Westinghouse



Westinghouse 10 Kilowatt FM Transmitter nstalled at WFBC-FM in Greenville, South Carolina. Seated at the console is Mr. William Garrison, Chief Engineer.

more on WESTINGHOUSE W FM transmitters...

*all Key circuits . . are in just 2 drawers



These are drawer-type, plug-in chassis (19″ rack width) that contain all the key circuits to produce FM. One chassis generates the FM carrier and adds the audio. It gives a complete signal-modulated output at the broadcast frequency . . . ready for the amplifiers. The other chassis contains the exclusive Westinghouse "pulse counting" center frequency control.

At WCAO-FM in Baltimore, Chief Engineer Jones (left) is discussing the FM oscillator unit with Mr. Irving Mager, of Westinghouse.

AND THIS IS WHY . . .

- Maintenance and inspection are easier
- Each drawer is a complete package
- A stand-by "drawer" can be plugged in quickly —to save you time!

Easy to Inspect and Maintain

The centralized control panel drops forward for checking the associated components and wiring. All tubes are clearly visible from the front of the transmitter for routine visual checking.

Mr. Charles S. Shepherd, Chief Engineer of WSTV, Steubenville, Ohio, makes a quick check of connections on the station's new Westinghouse FM-1 transmitter.

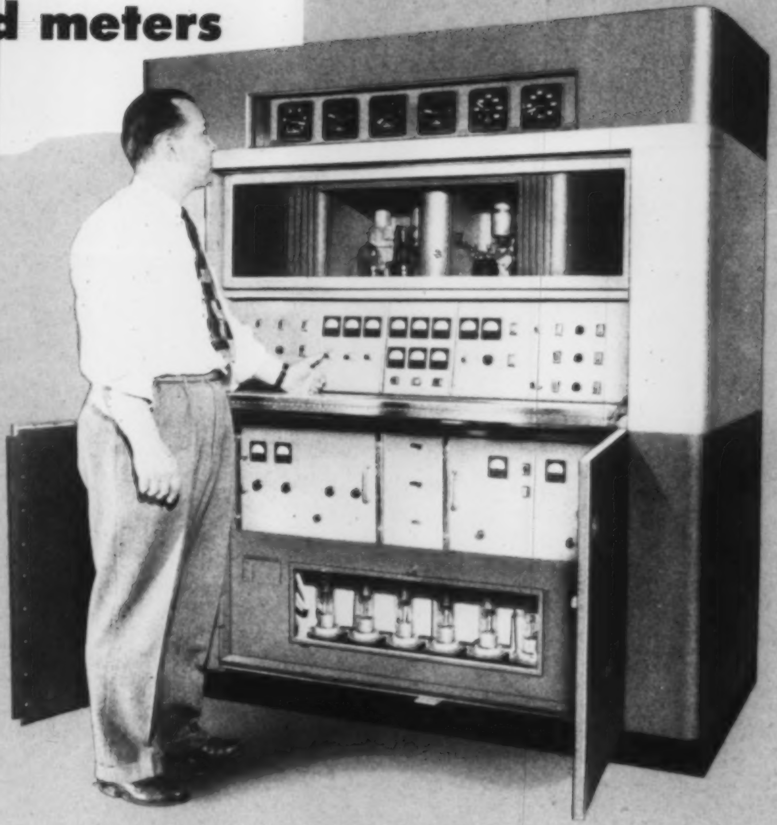
*"Finger-tip" reach for all tubes

All tubes are accessible from the front of the transmitter

Mr. Harold S. Taylor, Chief Engineer of Station WFNS, Burlington, N. C., lifts the glass door, behind which are the R.F. amplifier tubes, and . . . (on right) a compartment used for storing spare tubes, of his Westinghouse FM-1 transmitter.

*This Feature Is Built into Every Westinghouse FM Transmitter

*large, easy-to-read meters are at eye level!



Meters used in the higher power stages are at eye level. They have 270° anti-parallax scales . . . white numerals on black background . . . and indirect illumination . . . all for better readability and convenience.

Mr. Paul F. Braden, Consultant for Station WIMA, Lima, Ohio, discovers how easy it is to read the eye-level meters . . . and to adjust controls . . . on the station's new Westinghouse FM-3 transmitter.

*ALL-ALUMINUM CONSTRUCTION...

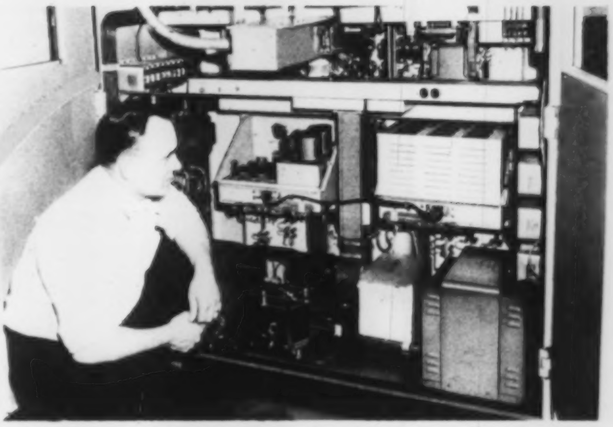
Assures better high-frequency shielding and lighter weight, as well. Lightweight aluminum construction makes installation handling easy.

Mr. Don E. Kassner, Chief Engineer at KXEL, Waterloo, Iowa, is seated at the control console discussing that station's new Westinghouse FM-3 transmitter with Mr. Joe DuMond, President and General Manager.

*LEAD SHEATH...

All appropriate wiring is lead-sheath cable . . . neat appearing, mechanically strong, moisture-resistant . . . with optimum electrical shielding.

Mr. George Jows, Station Engineer of WKBN, Youngstown, Ohio, inspects the station's Westinghouse FM-1 transmitter prior to placing it in operation.

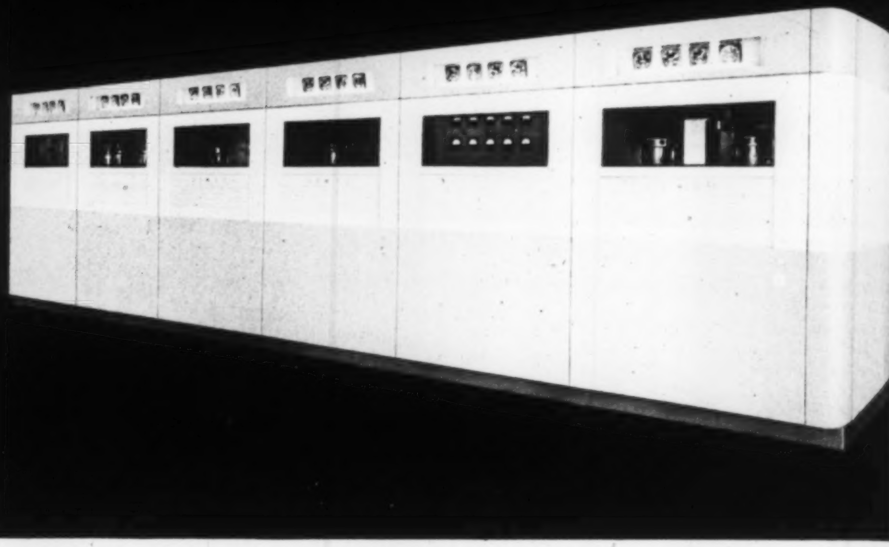


*This Feature Is Built into Every WESTINGHOUSE FM Transmitter

XUM

AND...

2 Completely New 50-KW Transmitters



AM

The 50-HG-2 AM Transmitter

Totally new design characterizes the Westinghouse 50-HG-2. Convenient to install, easy to operate, and requiring a minimum of maintenance, the 50-HG-2 includes every improvement the present state of the art affords. Here are some of the reasons why the 50-HG-2 will be *your* choice for 50-kw operation:

1. **Metal rectifiers throughout:** no tube rectifiers are used, even for the high-voltage supplies.

2. **Minimum floor space:** the transmitter proper consists of only six cubicles, identical in size.

3. **Extended supervisory control:** the complete supervisory control system is co-ordinated with the sequential interlock, overload and safety protection systems.

4. **Centralized control:** all controls and indicators are located on the front panels of the cubicles. Controls are motor-driven.

5. **Fewer tubes and tube types:** only *twenty* operating tubes, of only *seven* types, are used in the entire transmitter.

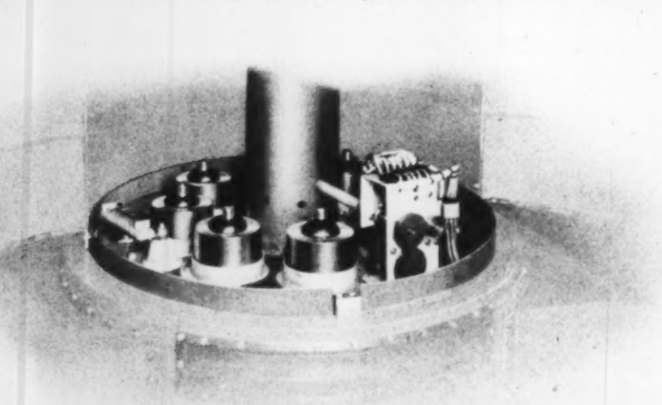
6. **Built-in spares:** the transmitter includes a complete spare crystal oscillator unit, a spare blower and motor unit, and complete provisions for a spare tube for each power amplifier and modulator tube.

FM

The 50-KW "SYMMETRON" FM Amplifier

Employing a radically different approach to the problem of attaining high power at FM frequencies, Westinghouse engineers have produced a 50-kw amplifier with outstanding advantages and performance characteristics.

Available either as a complete 50-kw transmitter, or as an amplifier to convert your 10-kw transmitter to 50-kw operation, the "SYMMETRON" offers these four great advantages:



1. **Only one amplifier stage:** the "SYMMETRON" couples directly from a 10-kw driver to the antenna system.

2. **Only 3 tuning adjustments:**—cathode, plate and output coupling. The eight tubes used in the "SYMMETRON" function as one tube; no individual adjustments are necessary.

3. **Concentric, symmetrical design.** All the extra mechanical and electrical components required in other designs are eliminated.

4. **Air-cooled, plug-in, triode-type tubes.** No water cooling required. These lightweight tubes can be removed easily without special tools.

For full information on Westinghouse broadcasting equipment, call your local Westinghouse representative, or write Westinghouse Electric Corporation, P. O. Box 868, Pittsburgh 30, Pa. J-02166

WESTINGHOUSE

Westinghouse
PLANTS IN 25 CITIES . . . OFFICES EVERYWHERE

FIRST IN BROADCASTING

Litho. in U.S.A.

Time S
§3.74
o not
greem
uch a
riplica
cense.
ormity
hereto
he eng
ith t
pecifie
roport
icensed
nclude
y the
§3.75
f dete
haring
ay ho
§3.76
horize
may be
erime
tation
perati
perati
ommi
§3.77
he reg
e perr
riting
n tripl
ropose
ng sch
approp
§3.78
f stati
he Cor
pplica
ommi
earing
orce a
§3.79
roadca
t the
uring
omme
§3.80
econds
peratio
ases
riplica
y the
hereto
ffix its
imited
s a pa
nly in
§3.81
econd
tation
umptio
nission
imited
esigna
icense,
hall re
§3.82
tation
eviatio
hall be
Time;
§3.83
ocal st
y the
§3.84
ime to
n the
hannel

18 See

RO

XUM

FCC RULES AND REGULATIONS
(Continued from page 456)

Time Sharing—(AM)

§3.74 *Sharing time.*—If the licenses of stations authorized to share time do not specify hours of operation, the licensees shall endeavor to reach an agreement for a definite schedule of periods of time to be used by each. Such agreement shall be in writing and each licensee shall file the same in triplicate original with each application to the Commission for renewal of license. If and when such written agreements are properly filed in conformity with this section the file mark of the Commission will be affixed thereto, one copy will be retained by the Commission, one copy forwarded to the engineer in charge, and one copy returned to the licensee to be posted with the station license and considered as a part thereof. If the license specifies a proportionate time division, the agreement shall maintain this proportion. If no proportionate time division is specified in the license, the licensees shall agree upon a division of time. Such division of time shall not include simultaneous operation of the stations unless specifically authorized by the terms of the license.

§3.75 *Sharing time; equivalence of day and night hours.*—For the purpose of determining the proportionate division of time of the broadcast day for sharing time stations 1 night hour shall be considered the equivalent of 2 day hours.

§3.76 *Sharing time; experimental period.*—If the license of a station authorized to share time does not specify the hours of operation, the station may be operated for the transmission of regular programs during the experimental period provided an agreement thereto is reached with the other stations with which the broadcast day is shared and further provided such operation is not in conflict with section 3.72. Time-sharing agreements for operation during the experimental period need not be submitted to the Commission.

§3.77 *Sharing time; departure from regular schedule.*—A departure from the regular operating schedule set forth in a time-sharing agreement will be permitted only in cases where an agreement to that effect is reduced to writing, is signed by the licensees of the stations affected thereby and filed in triplicate by each licensee with the Commission prior to the time of the proposed change. If time is of the essence, the actual departure in operating schedule may precede the actual filing of written agreement, provided appropriate notice is sent to the Commission and the Engineer in Charge.[18]

§3.78 *Sharing time stations; notification to Commission.*—If the licensees of stations authorized to share time are unable to agree on a division of time, the Commission shall be so notified by statement to that effect filed with the applications for renewals of licenses. Upon receipt of such statement the Commission will designate the applications for a hearing and, pending such hearing, the operating schedule previously adhered to shall remain in full force and effect.

§3.79 *License to specify sunrise and sunset hours.*—If the licensee of a broadcast station is required to commence or cease operation of the station at the time of sunrise or sunset, the license will specify the hour of the day during each month of the license period when operation of such station will commence or cease. (See Average Sunrise and Sunset Time.)

§3.80 *Secondary station; filing of operating schedule.*—The licensee of a secondary station authorized to operate limited time and which may resume operation at the time the dominant station (or stations) on the same channel ceases operation shall, with each application for renewal of license, file in triplicate a copy of its regular operating schedule, bearing a signed notation by the licensee of the dominant station of its objection or lack of objection thereto. Upon approval of such operating schedule, the Commission will affix its file mark and return one copy to the licensee authorized to operate limited time, which shall be posted with the station license and considered as a part thereof. Departure from said operating schedule will be permitted only in accordance with the procedure set forth in section 3.77.

§3.81 *Secondary station; failure to reach agreement.*—If the licensee of a secondary station authorized to operate limited time and a dominant station on a channel are unable to agree upon a definite time for resumption of operation by the station authorized limited time, the Commission shall be so notified by the licensee of the station authorized limited time. After receipt of such statement the Commission will designate for hearing the applications of both stations for renewal of license, and pending the hearing the schedule previously adhered to shall remain in full force and effect.

§3.82 *Departure from schedule; material violation.*—In all cases where a station licensee is required to prepare and file an operating schedule, any deviation or departure from such schedule, except as herein authorized, shall be considered as a violation of a material term of the license.

Time; Time Changes

§3.83 *Local standard time.*—All references herein to standard time or local standard time refer to local standard time as determined and fixed by the Interstate Commerce Commission.

§3.84 *Daylight saving time.*—If local time is changed from standard time to daylight saving time at the location of all stations sharing time on the same channel, the hours of operation of all such stations on that channel shall be understood to refer to daylight saving time, and not standard time, as long as daylight saving time is observed at such locations. This provision shall govern when the time is changed by provision of law or general observance of daylight saving time by the various communities, and when the time of operation of such stations is specified in the license or is mutually agreed upon by the licensees: *Provided, however,* That when the license specifies average time of sunrise and sunset, local standard time shall be observed. In no event shall a station licensed for daytime only operate on regular schedule prior to local sunrise, or shall a station licensed for greater daytime power than nighttime power or for a different radiation pattern for daytime operation than for nighttime operation operate with the daytime power or radiation pattern prior to local sunrise.

§3.85 *Changes in time; agreement between licensees.*—Where the local time is not changed from standard time to daylight saving time at the location of all stations sharing time on the same channel, the hours of operation of such stations shall be understood to have reference to standard time, and not daylight saving time, unless said licensees mutually agree upon a new schedule which shall be effective only while daylight saving time is observed at the location of some of these stations.

Pre-Sunrise Operation

§3.87 *Program transmissions prior to local sunrise.*—*(a)* The provisions of sections 3.6, 3.8, 3.9, 3.10, 3.23, 3.79 and 3.84 shall not prevent the transmission of programs between four o'clock a.m., local standard time, and local sunrise, of standard broadcast stations with their authorized daytime facilities, *Provided:* That the provisions of this rule shall not extend to:

(1) Stations regularly sharing time during daytime hours either under licenses pursuant to which time-sharing agreements have been entered into or licenses specifying hours of operation, unless time-sharing agreements have been reached covering such operation prior to local sunrise. Sections 3.74, 3.77, and 3.78 of these rules shall be applicable to such agreements.

(2) Any class II station causing interference[19] by use of its daytime facilities within the 0.5 mv/m 50% sky wave contour of any class I station either of the United States or of any country party to the North American Regional Broadcasting Agreement, except (a) where the class I station is located east of the class II station in which case operation may begin at local sunrise at the class I station; (b) where an agreement has been reached with the class I station to begin operation prior to local sunrise.

(Continued)

---

[18] See Field Offices of the Commission.

[19] As determined by the Standards of Good Engineering Practice Governing Standard Broadcast Stations and the North American Regional Broadcasting Agreement.

RANGERTONE

THE FINEST HIGH-FIDELITY MAGNETIC TAPE RECORDER

* * * * *

Functionally Designed with the Cooperation of the Broadcast and Sound Recording Industries

* * * * *

ACCLAIMED AND ADOPTED BY THE COUNTRY'S LEADING A.M. AND F.M. NETWORKS

AMAZING PROGRAM EDITING FACILITY
PORTABLE AS WELL AS STUDIO MODELS
PROVEN DEPENDABILTY * PROMPT DELIVERY

Write for Descriptive Literature

RANGERTONE, INC.

73 Winthrop Street Newark 4, New Jersey

AM · FM · TELEVISION
TOWERS

Erection detail of 490′
AM - FM - TV tower for
WAZL — Hazelton, Pa.

STAINLESS, INC.
50 CHURCH STREET • N.Y.C.
PLANT NORTH WALES, PA.

FCC RULES AND REGULATIONS
(Continued)

(3) Operation by use of its daytime facilities of any class II station on any class I-A channel not assigned to the United States under the North American Regional Broadcasting Agreement.

(b) Any station operating during such hours receiving notice from th Commission that undue interference is caused shall refrain from such operation during such hours pending further notice from the Commission

(c) Nothing contained in outstanding instruments of authorization fo such stations shall prohibit such operation except as herein provided.

(d) The period 4:00 a.m. to 6:00 a.m., local standard time, shall not b included in determining compliance with section 3.71 of these rules.

FOR FM STATIONS . . .

§3.261 *Time of Operation.*—All FM broadcast stations will be licensed fo unlimited time operation. Until further notice a minimum of 6 hours pe day of operation will be required, which shall consist of 3 hours during th period of 6 a.m. to 6 p.m., local standard time, and 3 hours during th period 6 p.m. to midnight, local standard time. In an emergency, howeve when due to causes beyond the control of a licensee, it becomes impossib to continue operation, the station may cease operation for a period not t exceed 10 days, provided that the Commission and the engineer in charg of the radio district in which the station is located shall be notified i writing immediately after the emergency develops.

§3.262 *Experimental Operation.*—The period between 12:00 midnight, an 6 a.m., local standard time, may be used for experimental purposes testing and maintaining apparatus by the licensee of any FM broadca station on its assigned frequency and not in excess of its authorized powe without specific authorization from the Commission.

FOR TELEVISION STATIONS . . .

§3.661 *Time of operation.*—(a) All television broadcast stations will b licensed for unlimited time operation. Each such station shall maintain regular program operating schedule as follows: Not less than two hou daily in any five broadcast days per week and not less than a total of hours per week during the first 18 months of the station's operations; n less than two hours daily in any five broadcast days per week and not le than a total of 16 hours, 20 hours and 24 hours per week for each successi six-month period of operation, respectively; and not less than two hou in each of the seven days of the week and not less than a total of 28 hou per week thereafter.

"Operation" includes the period during which a station is operated pu suant to special temporary authority or during program tests, as well during the license period. Time devoted to test patterns, or to aur presentations accompanied by the incidental use of fixed visual imag which have no substantial relationship to the subject matter of such aur presentations, shall not be considered in computing periods of progra service. If, in the event of an emergency due to causes beyond the contr of a licensee, it becomes impossible to continue operation, the Commissi and the Engineer in Charge of the radio district in which the station located shall be notified in writing immediately after the emergency d velops and immediately after the emergency ceases and operation is r sumed.

(b) The aural transmitter of a television broadcast station shall not operated separately from the visual transmitter except for experimental test purposes.

(c) Persons desiring to enter into a voluntary sharing arrangement of television channel may file application therefor with the Commissi Copies of the time-sharing agreement should be filed with the applicati

§3.662 *Experimental operation.*—Television broadcast stations may co duct technical experimentation directed to the improvement of techni phases of operation and for such purposes may utilize a signal other th the standard television signal subject to the following conditions:

(a) That the licensee complies with the provisions of section 3.661 wi regard to the minimum number of hours of transmission with a standa television signal.

(b) That no transmissions are radiated outside of the authorized chan and subject to the condition that no interference is caused to the tra missions of a standard television signal by other television broadc stations.

(c) No charges either direct or indirect shall be made by the licens of a television broadcast station for the production or transmission programs when conducting technical experimentation.

Operator Requirements

IN AM RULES . . .

§3.165 *Licensed operator required.*—(a) The licensee of each station sh **have a licensed operator or operators of the grade specified by the Co mission on duty during all periods of actual operation of the transmitt at the place where the transmitting equipment is located. (See sec. 2.53.)**

(Continued on page 464)

Ten Presto 8-D recorders in the United Nations' recording studio at Lake Success, Long Island, N.Y.

At the UN it's PRESTO, of course!

When you see a really big recording operation, you are most likely looking at a Presto installation. For from New York to Bombay, from Manila to London . . . wherever recording is done, Presto's reputation for engineering skill has made Presto equipment the first choice.

That's why United Nations' engineers naturally chose Presto equipment for the recording studios at Lake Success, home of the UN. The international reputation of Presto recording equipment is proof of leadership.

Presto discs, too, have made a great contribution to recording. Sixteen years ago, Presto produced the *first* lacquer-coated discs. And today, Presto discs are *first* in quality.

PRESTO RECORDING CORPORATION Paramus, New Jersey
Mailing Address: P. O. Box 500, Hackensack, New Jersey
In Canada: WALTER P. DOWNS, LTD., Dominion Sq. Bldg., Montreal

WORLD'S LARGEST MANUFACTURER OF INSTANTANEOUS SOUND RECORDING EQUIPMENT AND DISCS

LOOK TO ALLIED For Your Station Accessories

EMERGENCY DAY & NIGHT *Service*

NOW—for the first time—you can fill all your station supply needs from one single completely dependable source. ALLIED'S great *in-stock* resources and close contacts with all major manufacturers guarantee the fastest, most complete service ever offered the broadcast engineer. Bring your supply problems to ALLIED. Our broadcast specialists will solve them quickly and economically.

IN STOCK

Partial List of Regularly Stocked Equipment

Transmitting and TV Tubes, including 2P23, 5769, 7C24, 8D21, etc.; Test Equipment of all types; Disc and Tape Recorders and supplies; Pickups; Amplifiers; Patch Panels; Patch Cords; Tech Pads; Transformers; CAA approved Tower Lights Controls.

RCA • GE • PICKERING
ALTEC-LANSING
RADIO-MUSIC • JENSEN
UTC • THORDARSON
MAGNECORDER • PRESTO
AUDIO DEVELOPMENT
TECH • GOODELL • AUDIO

GET IT QUICK

EXPERTS ON THE JOB

ALLIED'S Broadcast Division is headed by commercially licensed broadcast operators. They know your problems—and will extend complete cooperation to keep your station running at top efficiency.

Just name your need, and ALLIED'S Broadcast Division—geared for immediate service—will see to it that you get exactly what you want—*when you want it.* Equipment stocks are kept at high levels to assure quick shipment of your requirements. All broadcast station orders, large or small, are given preferred handling. Get rid of supply headaches—use *one* dependable source—ALLIED!

EMERGENCY SERVICE

Write today for complete details of ALLIED'S Day and Night station supply service. Our specialists have made many an "impossible delivery"—kept station schedules moving smoothly. It will pay you to know how this unique service works. Just drop a line addressed to "Chet" Wharfield, at ALLIED RADIO.

GET THE ALLIED CATALOG

Outstanding 180-page Buying Guide to standard radio and electronic equipment. If you haven't a copy, let us know—we'll be glad to send one.

Write, Wire or Phone for Immediate Air Shipment

ALLIED RADIO
BROADCAST DIVISION
833 W. Jackson Blvd., Chicago 7, Ill.

FCC RULES AND REGULATIONS
(Continued)

(b) *Licensed operator; other duties.*—The licensed operator on duty and in charge of a standard broadcast transmitter may, at the discretion of the licensee, be employed for other duties or for the operation of another radio station or stations in accordance with the class of operator's license which he holds and by the rules and regulations governing such other stations: *Provided, however,* That such duties shall in nowise interfere with the proper operation of the standard broadcast transmitter.

IN FM RULES . . .

§3.265 *Operator requirements.*—One or more licensed radio-telephone first class operators shall be on duty at the place where the transmitting apparatus of each station is located and in actual charge thereof whenever it is being operated. The original license (or Form FCC No. 759) of each FM broadcast station operator shall be posted at the place where he is on duty. The licensed operator on duty and in charge of an FM broadcast trnsmitter may, at the discretion of the licensee, be employed for other duties or for the operation of another station or stations in accordance with the class of operator's license which he holds and by the rules and regulations governing such stations. However, such duties shall in no wise interfere with the operation of the broadcast transmitter.

IN TELEVISION RULES . . .

§3.665—[EDITOR'S NOTE: Identical with §3.265, above, except that 'a television broadcast transmitter" is substiuted for "an FM broadcast transmitter" in third sentence.]

Facsimile

§3.266 *Facsimile broadcasting and multiplex transmission.*—(a) FM broadcast stations may transmit simplex facsimile in accordance with transmission standards set forth in the Standards of Good Engineering Practice Concerning FM Broadcast Stations during periods not devoted to FM aural broadcasting. However, such transmissions may not exceed one hour during the period between 7 a.m. and midnight (no limit for the hours between midnight and 7 a.m.) and may not be counted toward the minimum operation required by Sec. 3.261.

(b) FM broadcast stations may, upon securing authorization from the Commission, transmit multiplex facsimile and aural broadcast programs for a maximum of three hours between the hours of 7 a.m. and midnight (no limit for the hours between midnight and 7 a.m.) in accordance with transmission standards set forth in the Standards of Good Engineering Practice Concerning FM Broadcast Stations provided that the transmission of facsimile does not impair the quality of the aural program below 10,000 cycles per second, and that a filter or other additional equipment is not required for receivers not equipped to receive facsimile.

Network Affiliation

IN AM RULES . . .

§3.101 *Exclusive affiliation of station.*—No license shall be granted to a standard broadcast station having any contract, arrangement, or understanding, express or implied, with a network organization[21] under which the station is prevented or hindered from, or penalized for, broadcasting the programs of any other network organization.[22]

§3.102 *Territorial exclusivity.*—No license shall be granted to a standard broadcast station having any contract, arrangement, or understanding, express or implied, with a network organization which prevents or hinders another station serving substantially the same area from broadcasting the network's programs not taken by the former station, or which prevents or hinders another station serving a substantially different area from broadcasting any program of the network organization. This regulation shall not be construed to prohibit any contract, arrangement, or understanding tion is granted the first call in its primary service area upon the programs of the network organization.[22]

§3.103 *Term of affiliation.*—No license shall be granted to a standard broadcast station having any contract, arrangement, or understanding, express or implied, with a network organization which provides, by original term, provisions for renewal, or otherwise for the affiliation of the station with the network organization for a period longer than two years: *Provided,* That a contract, arrangement, or understanding for a period up to two years, may be entered into within six months prior to the commencement of such period.[22]

---

[21] The term "network organization" as used herein includes national and regional network organizations. See Chapter VII, J, of Report on Chain Broadcasting.

[22] These regulations shall become effective 12:01 a.m., Eastern War Time, June 15, 1943, unless otherwise required by court order

between a station and a network organization pursuant to which the sta-

(Continued on page 466)

Lower Maintenance Costs

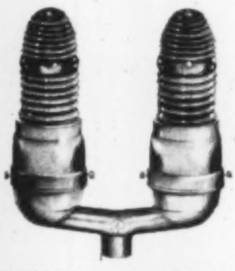
WITH H & P

TOWER LIGHTING EQUIPMENT!

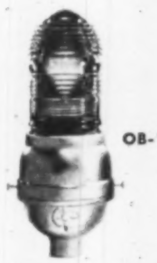
For nearly a quarter century, Hughey & Phillips have developed and produced specialized tower lighting equipment. Many exclusive features, designed by H & P engineers, assure easy installation, low maintenance costs and dependable operation under all climatic conditions. That is why H & P tower lighting equipment is consistently specified by outstanding radio engineers and is furnished as standard equipment by most leading tower manufacturers.

300 MM CODE BEACON

Exclusive rain-proof ventilator dome "circulates" the air, materially reduces internal temperature and prolongs lamp life. Concave base with drainage port at lowest point dissipates condensation moisture; prevents short-circuits. Color screen supports insulated with spun glass shielding for glass-to-glass contact, equalizes reaction to temperature changes and virtually eliminates color screen breakage. All parts readily accessible for adjustment or replacement. Neoprene gaskets used throughout for positive protection against dirt and moisture. CAA approved.



OB-11M



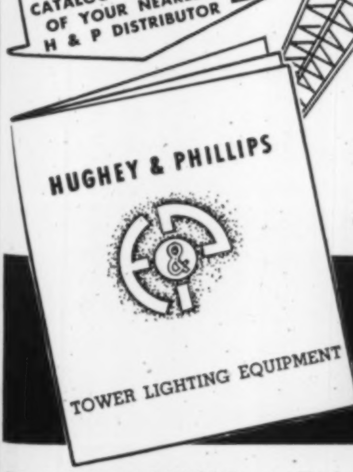
OB-10M

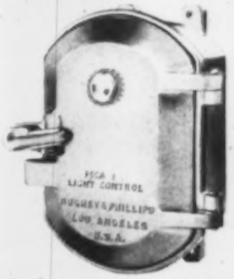
SINGLE and DOUBLE OBSTRUCTION LIGHTS

H & P Obstruction Lights are ruggedly constructed of heavy aluminum alloy castings. Precision machining insures proper light center when used with specified lamp. Prismatic globes meet CAA light specifications. Drain port provides means of escape for condensation moisture. Designed to permit relamping without removing prismatic globes. Mounting base designed for standard A-21 traffic signal lamps.

SOLD ONLY THROUGH JOBBERS AND TOWER MANUFACTURERS

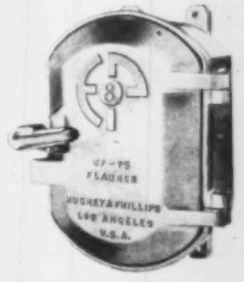
WRITE ON YOUR LETTERHEAD FOR CATALOG AND NAME OF YOUR NEAREST H & P DISTRIBUTOR





"PEC" Series Photo-Electric TOWER LIGHT CONTROL

Specifically designed for radio tower use. Set at factory to automatically turn lights on at 35 foot-candles; off at 58 foot-candles, as recommended by CAA. Completely self-contained in water-tight heavy cast aluminum housing. Circuits insulated throughout with low-loss insulation. High-wattage industrial type resistors. Tubes operated well below rating to insure long life. Fail-Safe: if any parts fail in service, lights automatically turn on.



SF-75 MERCURY FLASHER

H & P Mercury Flasher has only four moving parts which run in lifetime-lubricated ball bearings. No contact points to wear out. Gears cut from highest quality bronze. 3000 watt Mercury Konnector supplied with unit. Speed adjustment, 14 to 52 flashes per minute. Set at factory to operate 1 second on, ½ second off. Motor separately fused for continuous operation of lights in event of mechanical failure. Corrosion resistant aluminum alloy housing with provision for padlocking. Waterproof neoprene gasketing.

COMPLETE LIGHT KITS FOR A-2, A-3, A-4 and A-5 TOWERS
INCLUDE EVERY ITEM ESSENTIAL FOR COMPLETE TOWER INSTALLATION

HUGHEY & PHILLIPS

TOWER LIGHTING DIVISION

60 EAST 42nd STREET
NEW YORK 17, N.Y.

326 N. LA CIENEGA BLVD.
LOS ANGELES 36, CALIF.

FCC RULES AND REGULATIONS
(Continued)

§3.104 *Option time.*—No license shall be granted to a standard broadcast station which options[23] for network programs any time subject to call on less than 56 days' notice, or more time than a total of three hours[24] within each of four segments of the broadcast day, as herein described. The broadcast day is divided into 4 segments, as follows: 8:00 a.m. to 1.00 p.m.; 1:00 p.m. to 6:00 p.m.; 6:00 p.m. to 11:00 p.m.; 11:00 p.m. to 8:00 a.m.[25] Such options may not be exclusive as against other network organizations and may not prevent or hinder the station from optioning or selling any or all of the time covered by the option, or other time, to other network organizations.[26]

§3.105 *Right to reject programs.*—No license shall be granted to a standard broadcast station having any contract, arrangement, or understanding express or implied, with a network organization which *(a)*, with respect to programs offered pursuant to an affiliation contract, prevents or hinders the station from rejecting or refusing network programs which the station reasonably believes to be unsatisfactory or unsuitable; or which *(b)*, with respect to network programs so offered or already contracted for, prevents the station from rejecting or refusing any program which, in its opinion, is contrary to the public interest, or from substituting a program of outstanding local or national importance.[26]

§3.106 *Network ownership of stations.*[27]—No license shall be granted to a network organization, or to any person directly or indirectly controlled by or under common control[28] with a network organization, for more than one standard broadcast station where one of the stations covers substantially the service area of the other station, or for any standard broadcast station in any locality where the existing standard broadcast stations are so few or of such unequal desirability (in terms of coverage, power, frequency, or other related matters) that competition would be substantially restrained by such licensing.[26]

§3.107 *Dual network operation.*[29]—No license shall be issued to a standard broadcast station affiliated with a network organization which maintains more than one network: *Provided,* That this regulation shall not be applicable if such networks are not operated simultaneously, or if there is no substantial overlap in the territory served by the group of stations comprising each such network.

§3.108 *Control by networks of station rates.*—No license shall be granted to a standard broadcast station having any contract, arrangement, or understanding, express or implied, with a network organization under which the station is prevented or hindered from, or penalized for, fixing or altering its rates for the sale of broadcast time for other than the network's programs.[30]

IN FM RULES . . .

§3.231-3.238, inclusive—

[**Editor's Note:** Same as §3.101-3.108, above, with the following exceptions: (1) references are to FM rather than standard stations and networks; (2) footnotes relating to effective dates of certain sections, and waiver of effectiveness on network ownership section are deleted; (3) the section on "Network Ownership of Stations" is changed to read as follows:]

§3.236 *Network ownership of stations.*—No license shall be granted to a network organization, or to any person directly or indirectly controlled by or under common control[31] of a network organization, for an FM broadcast station in any locality where the existing FM broadcast stations are so few or of such unequal desirability (in terms of coverage, power, frequency, or other related matters) that competition would be substantially restrained by such licensing.

IN TELEVISION RULES . . .

§3.631-3.638, inclusive—

[**Editor's Note:** Identical with the FM rule, §3.231-3.238, above, except that "a television broadcast station" is substituted for "an FM broadcast station" wherever it appears.]

Reports to Be Filed *

ALL BROADCAST STATIONS . . .

§ 1.341 *Financial report, broadcast licensees and permittees.*—Each licensee of a broadcast station (standard, FM, television, and international) and each permittee of a broadcast station engaged in interim operation shall file with the Commission on or before April 1 of each year on Form 324, together with supporting schedules, a balance sheet showing its financial condition as of December 31 of the preceding calendar year and an income statement for said calendar year.

§1.342 *Filing of contracts.*—Each licensee or permittee of a broadcast station (standard, FM, television, and international) shall file with the Commission within 30 days of execution thereof verified copies of all documents, instruments, contracts (the substance of oral contracts or understandings shall be reported in writing for submission) together with amendments, supplements, and changes therein and cancellations thereof relating to ownership, management or control of licensee or permittee of station, or of any of licensee's or permittee's stock, rights or interests therein; the use, management, or operation of licensed facilities; and agreements relating to network service, transcription service or bulk time sales (amounting to two hours or more per day); including but not limited to: (a) Articles of partnership, association, or incorporation; (b) By-laws affecting character of organization, control, number or powers of its officers or directors, the classification or voting rights of any stock; (c) Any document, instrument, or contract relating to or affecting ownership of licensee, rights or interests therein, its stock or voting rights thereto; (d) Management contracts, network contracts, transcription network contracts, and time sales to brokers.

§1.343 *Ownership reports, broadcast licensees and permittees.*—(a) *Annual ownership reports.* The licensee or permittee of each broadcast station (standard, FM, television, and international) shall file on or before April 1 of each year on FCC Form 323 an annual ownership report and shall show the following information as of December 31 of the preceding calendar year:

(1) In the case of an individual, the name of such individual.

AMPERITE
Studio Microphones at P.A. Prices

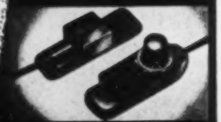
Models
RBLG—200 ohms
RBHG—Hi-imp.
List $42.00

Ideal for BROADCASTING
- RECORDING
- PUBLIC ADDRESS

"The ultimate in microphone quality," says Evan Rushing, sound engineer of the Hotel New Yorker.

- *Shout right into the new Amperite Microphone—or stand 2 feet away—reproduction is always perfect.*
- *The only type microphone that is not affected by any climatic conditions.*
- *Guaranteed to withstand more "knocking around" than any other type mike.*

Special Offer: Write for Special Introductory Offer, and 4-page illustrated folder.



"Kontak" Mikes
Model SKH, list $12.00
Model KKH, list $18.00

AMPERITE Company Inc.
561 BROADWAY · NEW YORK 12, N. Y.

In Canada: Atlas Radio Corp., Ltd., 560 King St. W., Toronto

---

[23] As used in this section, an option is any contract, arrangement, or understanding, express or implied, between a station and a network organization which prevents or hinders the station from scheduling programs before the network agrees to utilize the time during which such programs are scheduled, or which requires the station to clear time already scheduled when the network organization seeks to utilize the time.

[24] All time options permitted under this section must be for specified clock hours, expressed in terms of any time system set forth in the contract agreed upon by the station and network organization. Shifts from daylight saving to standard time or vice versa may or may not shift the specified hours correspondingly as agreed by the station and network organization.

[25] These segments are to be determined for each station in terms of local time at the location of the station but may remain constant throughout the year regardless of shifts from standard to daylight saving time or vice versa.

[26] These regulations shall become effective 12:01 a.m., Eastern War Time, June 15, 1943, unless otherwise required by court order.

[27] Effective date of this section with respect to any station may be extended from time to time in order to permit the orderly disposition of properties; and it shall be suspended indefinitely with respect to regional network organizations.

[28] The word "control" as used herein, is not limited to full control but includes such a measure of control as would substantially affect the availability of the station to other networks.

[29] This section shall become effective April 12, 1944.

[30] These regulations shall become effective 12:01 a.m., Eastern War Time, June 15, 1943, unless otherwise required by court order.

[31] As used in this section, an option is any contract, arrangement or understanding, express or implied, between a station and a network organization which prevents or hinders the station from scheduling programs before the network agrees to utilize the time during which such programs are scheduled, or which requires the station to clear time already scheduled when the network organization seeks to utilize the time.

* **Editor's Note:** Regarding reports filed in compliance with these sections, § 1.206(c) provides, in part: "The information filed under § 1.341 and network and transcription contracts filed pursuant to § 1.342 shall not be open to public inspection."

(Continued on page 470)

ALLIED
NEW YORK U.S.A.
ALLIED

FOR HIGH FIDELITY RECORDING

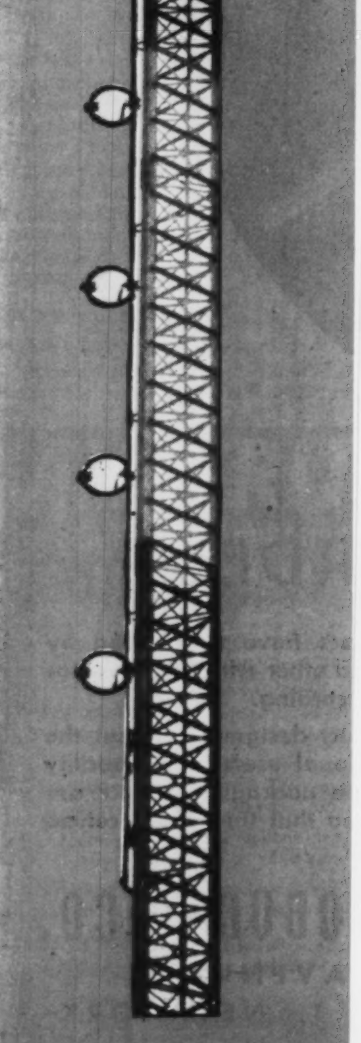
ALLIED Professional Recording Discs have been used by engineers of noted broadcasters and other critical users since the start of instantaneous sound recording.

The ALLIED Disc is a quality product designed to meet the specific needs of exacting professional users. This quality extends right through, even to the packaging. Discs are shipped in a sealed tin container so that they are received free from lint and dust.

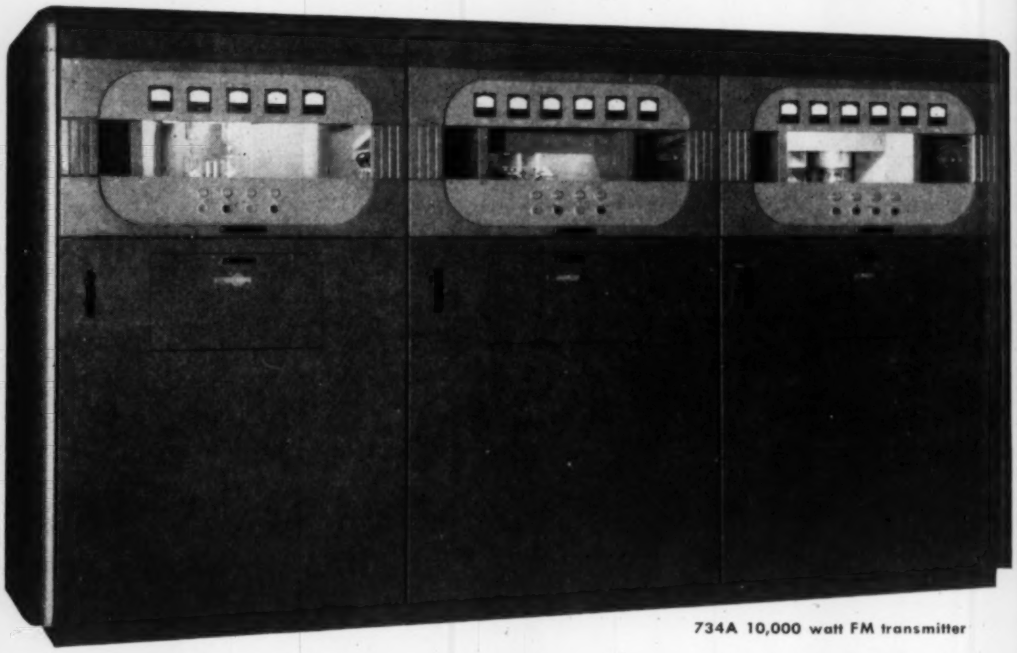
ALLIED

RECORDING PRODUCTS CO.

21-09 43rd AVENUE
LONG ISLAND CITY 1, NEW YORK


37M-8 eight-bay FM ring antenna

Collins has everything


734A 10,000 watt FM transmitter

Speech input consoles, remote amplifiers, rack mounted speech equipment, custom designed audio equipment, test and control equipment, transcription turntables, recorders, microphones, speakers! AM transmitters, FM transmitters (including the only FM 5 kilowatt transmitter on the market), antennas, accessories of all kinds! Everything needed for a complete AM or FM broadcast station in order to put it on the air in tip-top operating condition. Get it all from Collins.

Collins equipment, of which a few units are shown on these pages, features reliability, high performance, easy accessibility, and the efficiency which results from thorough engineering.

Whether you intend to build a new station or modernize your present facilities, be sure to consult us about your plans.

AM Transmitters

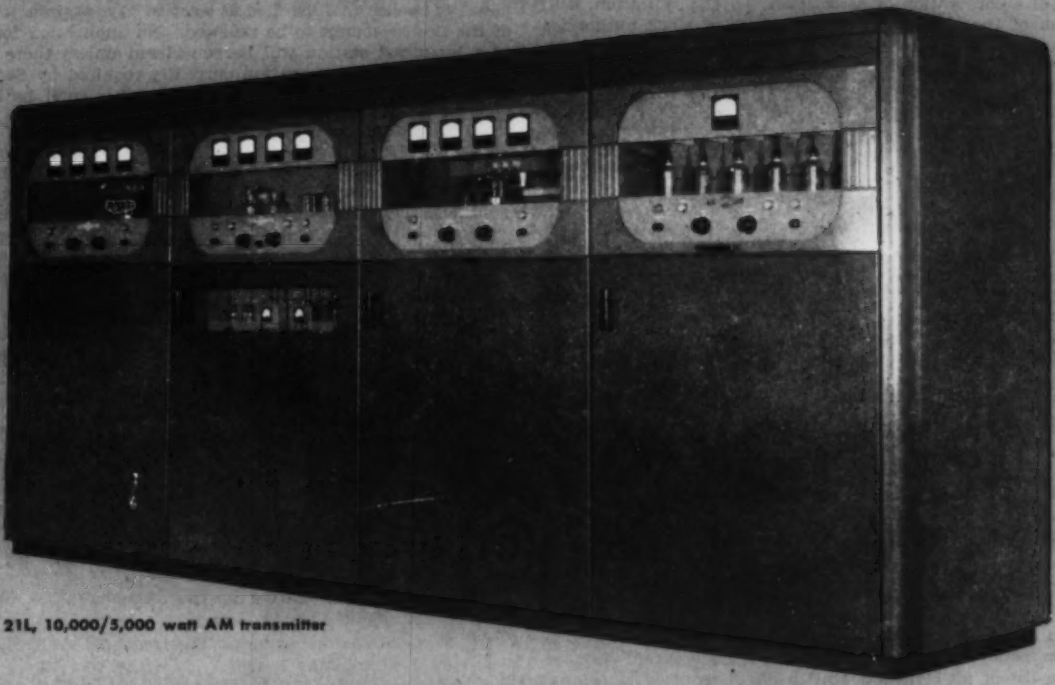
300G	250/100 watts
20T	1000/500 watts
21B	5000/1000 watts
21L	10,000/5000 watts

FM Transmitters

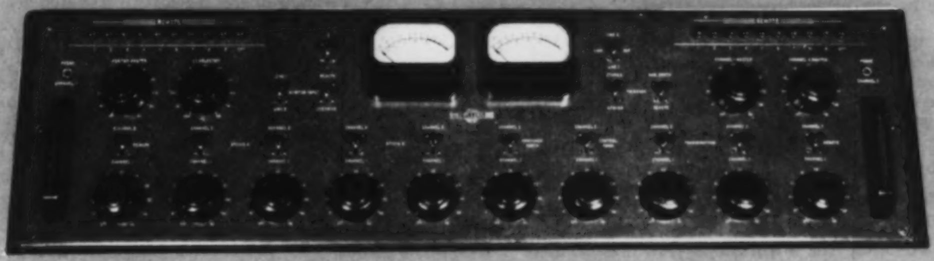
731A	250 watts
732A	1000 watts
733A	3000 watts
737A	5000 watts
734A	10,000 watts
735A	25,000 watts
736A	50,000 watts

The Collins Broadcast Speech Equipment and Accessories book is a standard reference of 88 pages, which should be in the files of all managers and chief engineers. It shows and describes a wide variety of speech input consoles, remote equipment, rack mounted speech units, test and control apparatus, custom designed audio equipment, and transducers. If you haven't this book, write us for a copy.

for AM and FM broadcasting



21L, 10,000/5,000 watt AM transmitter



212A speech input console

12Z-2 remote amplifier (input impedence 30/50 ohms) and 12Z-3 (input impedence 200/250 ohms)

212U 2-channel remote amplifier
(212Y remote amplifier combined with 60H mixer)

FOR BROADCAST QUALITY, IT'S . . . COLLINS

COLLINS RADIO COMPANY, Cedar Rapids, Iowa

11 West 42nd Street, New York 18, N. Y.

458 South Spring Street, Los Angeles 13, California

FCC RULES AND REGULATIONS

(Continued from page 466)

(2) In the case of a partnership; the names of the partners and the interests of each partner.[32]

(3) In the case of a corporation or association: (i) Capitalization, with a description of the classes and voting power of stock authorized and the shares of each class issued and outstanding; (ii) the name, residence, citizenship, and stockholdings of officers and directors, and stockholders; (iii) full information with respect to the interest and identity of any person whether or not a stockholder of record, having any interest, direct or indirect, in the licensee or permittee or any of its stock;

FOR EXAMPLE:

(a) Where A is the beneficial owner or votes stock held by B, the same information should be furnished for A as is required for B.

(b) Where X corporation controls the licensee or permittee, or holds 25% or more of the stock of the licensee or permittee, the same information should be furnished with respect to X corporation (its capitalization, officers, directors, and stockholders and the amount of stock in X held by each) as is required in the case of the licensee or permittee, together with full information as to the identity and citizenship of the person authorized to vote licensee's or permittee's stock.

(c) The same information should be furnished as to Y corporation if it controls X corporation or holds 25% or more of the stock of X, and as to Z corporation if it controls Y corporation or holds 25% or more of the stock of Y and so on back to natural persons.

(iv) Full information as to family relationship or business association between two or more officials and/or stockholders.

(4) In the case of all licensees or permittees: (i) the name, residence, position and date of appointment of operating personnel determining program policy (such as general manager, program director, etc.); (ii) a list of all contracts still in effect required to be filed with the Commission by Section 1.342 showing the date of execution and expiration of each contract; (iii) any interest which the licensee may have in any other broadcast station.

(b) *Interim ownership reports.* An interim ownership report shall be filed by each licensee or permittee on FCC Form 323A describing any change in information required in the annual ownership report (the application or construction permit in the case of a permittee who has not filed an annual ownership report) from that previously reported within 30 days after any such change occurs, including without limitation:

(1) Any change in capitalization or organization.

(2) Any change in officers and directors or in operating personnel determining program policy.

(3) Any transaction affecting the ownership, direct or indirect, or voting rights of licensee's or permittee's stock, such as (i) a transfer of stock, (ii) issuance of new stock or disposition of treasury stock, (iii) acquisition of licensee's or permittee's stock by the issuing corporation.

(4) Any change in the officers, directors or stockholders of a corporation other than the licensee or permittee such as X, Y or Z Corporation described in the example above.

***Provided, however,* that in the case of a change in the officers, directors or stockholders of a corporation other than the licensee or permittee (such as X, Y or Z corporation described in the example above), such change need not be reported in the interim report unless that corporation directly or indirectly owns 25% or more of the voting stock in the licensee or permittee.** [32A]

(c) *Exceptions.* Where information is required under paragraphs (a) or (b) of this section with respect to a corporation having more than 50 stockholders, such information need be filed only with respect to stockholders having 1% or more of the stock of the corporation.

§1.344 *Definitions of terms used in Sections 1.341-1.343*—As used in Sections 1.341-1.343:

(a) "Stock" shall include any interest, legal or beneficial in, or right or privilege in connection with stock.

(b) "Officer" and "director" shall include the comparable officials in unincorporated associations.

(c) "Contract" shall include any agreement (including, without limitation, an option, trust, or pledge) or any modification thereof, express or implied, oral or written.

License Renewals

GENERAL . . .

§1.320 *Application for renewal of license; broadcast and non-broadcast.*—(a) Unless otherwise directed by the Commission, each application for renewal of license shall be filed at least 60 days[33] prior to the expiration date of the license sought to be renewed. No application for renewal of license of a broadcast station will be considered unless there is on file with the Commission, the information currently required by Sections 1.341 to 1.344, reference to which by date and file number shall be included in the application.

(b) Whenever the Commission regards an application for a renewal of license as essential to the proper conduct of a hearing or investigation, and specifically directs that it be filed by a date certain, such application shall be filed within the time thus specified. If the licensee fails to file such application within the prescribed time, the hearing or investigation shall proceed as if such renewal application had been received.

IN AM RULES . . .

§3.34 *Normal license period.*—All standard broadcast station licenses will be issued for a normal license period of 3 years. Licenses will be issued to expire at the hour of 3 a.m., Eastern Standard Time, in accordance with the following schedule, and at three-year intervals thereafter.

***(a)* For stations operating on the frequencies 640, 650, 660, 670, 680, 690, 700, 710, 720, 730, 740, 750, 760, 770, 780, 800, 810, 820, 830, 840, 850, 860, 870; 880, 890, 900, 940 kc., Nov. 1, 1946.**

***(b)* For stations operating on the frequencies 990, 1000, 1010, 1020, 1030, 1040, 1050, 1060, 1070, 1080, 1090, 1100, 1110, 1120, 1130, 1140, 1160, 1170, 1180, 1190, 1200, 1210, 1220, 1500, 1510, 1520, 1530, 1540, 1550, 1560, 1570, 1580, kc., May 1, 1945.**

***(c)* For stations operating on the frequencies 550, 560, 570, 580, 590, 600, 610, 620, 630, 790 kc., May 1, 1946.**

***(d)* For stations operating on the frequencies 910, 920, 930, 950, 960, 970, 980, 1150, 1250 kc., May 1, 1947.**

***(e)* For stations operating on the frequencies 1260, 1270, 1280, 1290, 1300, 1310, 1320, 1330, 1350, 1360 kc., Nov. 1, 1945.**

***(f)* For stations operating on the frequencies 1370, 1380, 1390, 1410, 1420, 1430, 1440, 1460, 1470, 1480, 1590, 1600 kc., Nov. 1, 1947.**

***(g)* For stations operating on the frequency 1230 kc., Feb. 1, 1946.**

***(h)* For stations operating on the frequency 1240 kc., Aug. 1. 1946.**

***(i)* For stations operating on the frequency 1340 kc., Feb. 1, 1947.**

***(j)* For stations operating on the frequency 1400 kc., Aug. 1, 1947.**

***(k)* For stations operating on the frequency 1450 kc., Feb. 1, 1948.**

***(l)* For stations operating on the frequency 1490 kc., Aug. 1, 1948.**

IN FM RULES . . .

Commercial Stations

§3.218 *Normal license period.*—(a) All initial licenses covering construction permits for new FM broadcast stations will be issued so as to expire at the hour of 3 a.m., eastern standard time, and will be issued for a minimum period of one year and a maximum period of one year and 11 months to expire in accordance with the following schedule:

(1) For stations operating on the frequencies 92.1, 92.7, 93.5, 94.3, 95.3, 95.9, 96.7, 97.7, 98.3, 99.3 mcs., June 1.

(2) For stations operating on the frequencies 100.1, 100.9, 101.7, 102.3, 103.1, 103.9, 104.9, 105.5, 106.3, 107.1 mcs., September 1.

(3) For stations operating on the frequencies 100.3, 100.5, 100.7, 101.1, 101.3, 101.5, 101.9, 102.1, 102.5, 102.7, 102.9, 103.3, 103.5, 103.7, 104.1, 104.3, 104.5, 104.7, 105.1, 105.3, 105.7, 105.9, 106.1, 106.5, 106.7, 106.9, 107.3, 107.5, 107.7, 107.9 mcs., December 1.

(4) For stations operating on the frequencies 92.3, 92.5, 92.9, 93.1, 93.3, 93.7, 93.9, 94.1, 94.5, 94.7, 94.9, 95.1, 95.5, 95.7, 96.1, 96.3, 96.5, 96.9, 97.1, 97.3, 97.5, 97.9, 98.1, 98.5, 98.7, 98.9, 99.1, 99.5, 99.7, 99.9 mcs., March 1.

(b) All renewals of FM broadcast station licenses will be issued so as to expire at the hour of 3 a.m., eastern standard time, and will be issued for

(Continued on page 472)

---

[32] Any change in partners or in their rights will require prior consent of the Commission upon an application for consent to assignment of license.

[32A] Before any change is made in the organization, capitalization, officers, directors or stockholders of a corporation other than licensee or permittee, which results in a change in the control of the licensee or permittee, prior Commission consent must be received under Sec. 310(b) of the Communications Act.

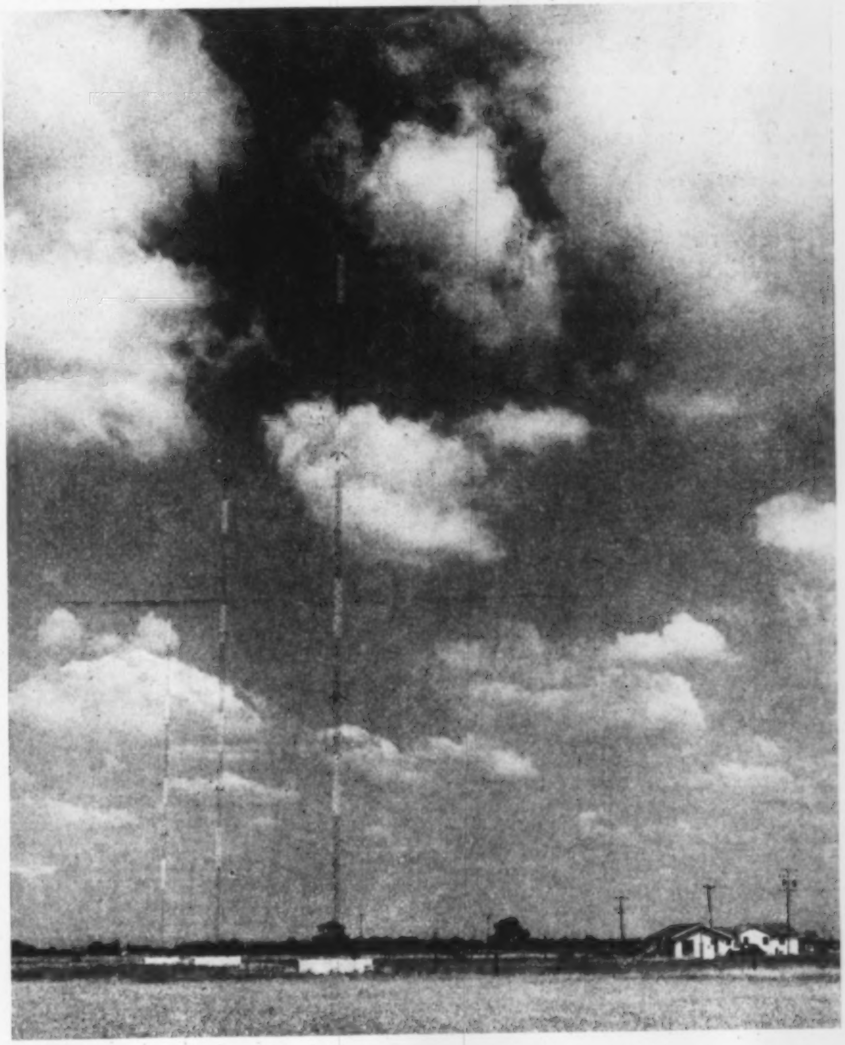
[33] The 60-day requirement does not apply to Amateurs.

* With respect to FM and television applications, this reference is to §§ 1.301-1.304.

FISHER TOWERS

TOP THEM ALL!

Ask Mr. Lincoln Dellar. Owner of KXOB, Stockton, California.



GALVANIZED TOWERS

TOWER ERECTION

GROUND SYSTEMS

TOWER LIGHTING

TOWER PAINTING

C. H. FISHER & SON

EXCLUSIVE NATIONAL AGENTS FOR

TOWER SALES & ERECTING COMPANY

6100 N.E. COLUMBIA BLVD., PORTLAND, OREGON
PHONE: TRINITY 7303

FCC RULES AND REGULATIONS
(Continued)

a maximum period of three years to expire in accordance with the following schedule and at 3-year intervals thereafter:

(1) For stations operating on the frequencies 92.1, 92.7, 93.5 mcs., June 1, 1948.

(2) For stations operating on the frequencies 100.1, 100.9, 101.7 mcs., September 1, 1948.

(3) For stations operating on the frequencies 100.3, 100.5, 100.7, 101.1, 101.3, 101.5, 101.9, 102.1, 102.5, 102.7 mcs., December 1, 1948.

(4) For stations operating on the frequencies 92.3, 92.5, 92.9, 93.1, 93.3, 93.7, 93.9, 94.1, 94.5, 94.7 mcs., March 1, 1949.

(5) For stations operating on the frequencies 94.3, 95.3, 95.9 mcs., June 1, 1949.

(6) For stations operating on the frequencies 102.3, 103.1, 103.9, mcs., September 1, 1949.

(7) For stations operating on the frequencies 102.9, 103.3, 103.5, 103.7, 104.1, 104.3, 104.5, 104.7, 105.1, 105.3 mcs., December 1, 1949.

(8) For stations operating on the frequencies 94.9, 95.1, 95.5, 95.7, 96.1, 96.3, 96.5, 96.9, 97.1, 97.3 mcs., March 1, 1950.

(9) For stations operating on the frequencies 96.7, 97.7, 98.3, 99.3 mcs., June 1, 1950.

(10) For stations operating on the frequencies 104.9, 105.5, 106.3, 107.1 mcs., September 1, 1950.

(11) For stations operating on the frequencies 105.7, 105.9, 106.1, 106.5, 106.7, 106.9, 107.3, 107.5, 107.7, 107.9 mcs., December 1, 1950.

(12) For stations operating on the frequencies 97.5, 97.9, 98.1, 98.5, 98.7, 98.9, 99.1, 99.5, 99.7, 99.9 mcs., March 1, 1951.

Educational

§3.518 *Normal license period.*—(a) All initial licenses covering construction permits for new Non-Commercial Educational FM broadcast stations will be issued so as to expire at the hour of 3 a.m., eastern standard time, and will be issued for a minimum period of one year and a maximum period of one year and 11 months to expire in accordance with the following schedule:

(1) For stations operating on the frequencies 88.1, 88.3, 88.5, 88.7, 88.9, 89.1, 89.3, 89.5, 89.7, 89.9 mcs., June 1.

(2) For stations operating on the frequencies 90.1, 90.3, 90.5, 90.7, 90.9, 91.1, 91.3, 91.5, 91.7, 91.9 mcs., September 1.

(b) All renewals of Non-Commercial Educational FM broadcast station licenses will be issued so as to expire at the hour of 3 a.m., eastern standard time, and will be issued for a maximum period of three years to expire in accordance with the following schedule and at 3-year intervals thereafter:

(1) For stations operating on the frequencies 88.1, 88.3, 88.5 mcs., June 1, 1948.

(2) For stations operating on the frequencies 90.1, 90.3, 90.5 mcs., September 1, 1948.

(3) For stations operating on the frequencies 88.7, 88.9, 89.1 mcs., June 1, 1949.

(4) For stations operating on the frequencies 90.7, 90.9, 91.1 mcs., September 1, 1949.

(5) For stations operating on the frequencies 89.3, 89.5, 89.7, 89.9 mcs., June 1, 1950.

(6) For stations operating on the frequencies 91.3, 91.5, 91.7, 91.9 mcs., September 1, 1950.

IN TELEVISION RULES . . .

§3.618 *Normal license period.*—All television broadcast station licenses will be issued so as to expire at the hour of 3 a.m., E.S.T., and will be issued for a normal license period of one year.

Station Identification

IN AM RULES . . .

§3.187 *Station identification.—(a)* A licensee of a standard broadcast station shall make station identification announcement (call letters and location) at the beginning and ending of each time of operation and during operation (1) on the hour and (2) either on the half hour or at the quarter hour following the hour and at the quarter hour preceding the next hour: *Provided,*

(b) Such identification announcement need not be made on the hour when to make such announcement would interrupt a single consecutive speech, play, religious service, symphony concert, operatic production or forum of longer duration than 30 minutes. In such cases the identification announcement shall be made at the beginning of the program, at the first interruption of the entertainment continuity, and at the conclusion of the program.

(c) Such identification announcement need not be made on the half hour or quarter hours when to make such announcement would interrupt a single consecutive speech, play, religious service, symphony concert, or operatic production. In such cases an identification announcement shall be made at the first interruption of the entertainment continuity and at the conclusion of the program, *Provided,* That an announcement within 5 minutes of the times specified in subdivision (2) of paragraph *(a)* of this section will satisfy the requirements of identification announcements.

(d) In the case of variety show programs, baseball game broadcasts, or similar programs of longer duration than 30 minutes, the identification announcement shall be made within 5 minutes of the hour and of the times specified in subdivision (2) of paragraph *(a)* of this section.

(e) In the case of all other programs the identification announcement shall be made within 2 minutes of the hour and of the times specified in subdivision (2) of paragraph *(a)* of this section.

(f) In making the identification announcement the call letters shall be given only on the channel of the station identified thereby.

IN FM RULES . . .

§3.287 *Station identification.*—(a) A licensee of an FM broadcast station shall make separate station identification announcement (call letters and location) for such station, *Provided, however,* that if the same licensee operates an FM radio broadcasting station and a standard broadcast station and simultaneously broadcasts the same programs over the facilities of both such stations, station identification announcements may be made jointly for both stations for periods of such simultaneous operation. If the call letters of the FM station do not clearly reveal that it is an FM station, the joint announcement shall state that one of the stations is an FM station. Station identification announcement shall be made at the beginning and ending of each time of operation and during operation (1) on the hour and (2) either on the half hour or at the quarter hour following the hour and at the quarter hour preceding the next hour: *Provided.*

[EDITOR'S NOTE: Remainder is identical with paragraphs (b), (c), (d), (e), and (f) of §3.406, above.]

IN TELEVISION RULES . . .

§3.687 *Station identification.*—(a) A licensee of a television broadcast station shall make station identification announcement (call letters and location), at the beginning and ending of each time of operation and during the operation on the hour. The announcement at the beginning and ending of each time of operation shall be by both aural and visual means. Other announcements may be by either aural or visual means.

(Continued on page 474)

Serving the Middlewest

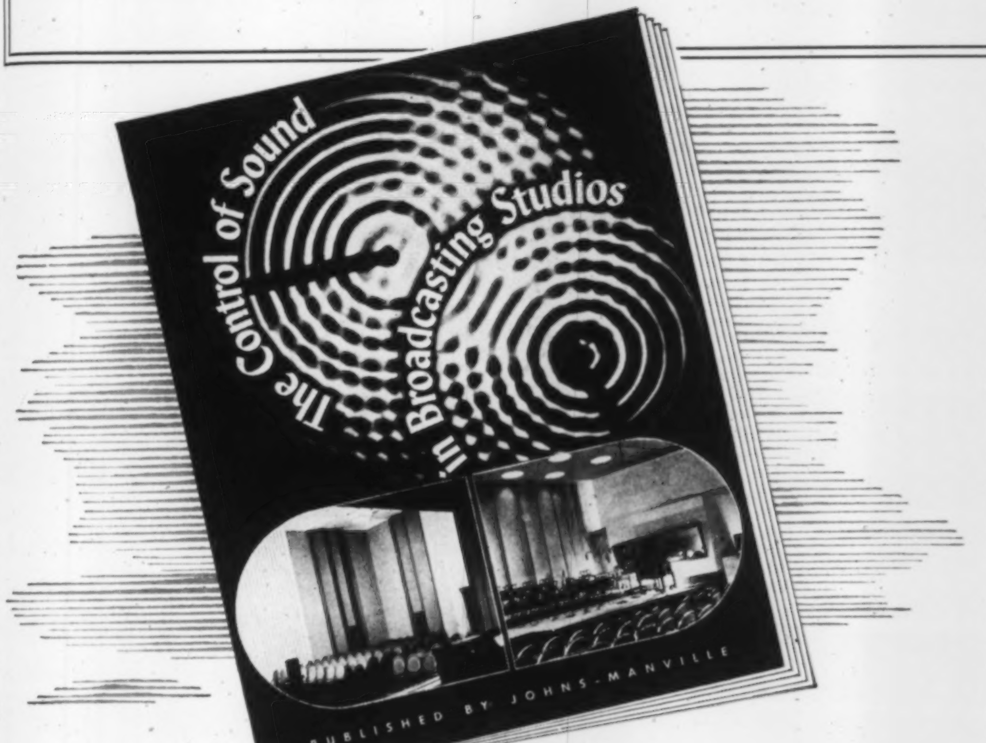
A. R. BITTER

CONSULTING RADIO ENGINEERS

4125 Monroe St.
Toledo 6, Ohio

Telephone Kingswood 7631

This free book on Sound Control has helped others plan better studios ... can it help you?



- *Analyzes 7 major problems in studio acoustical treatment, such as Location and Layout, Reverberation Control, etc. . . . Discusses modifications possible for small studios . . . Recommends the proper acoustical materials to use . . . Presents best engineering practice.*

TELEVISION, fastest-growing young genius of electronics, is among the many phases of broadcasting covered in this up-to-date book by Johns-Manville, describing correct applications of Sound Control.

Whether you are planning a studio for up-and-coming television, AM, FM, or recording, you'll find this brochure helpful in solving your acoustical problems.

Tells concisely how you can get desired sound control along with sufficient sound isolation . . . how to get the optimum in acoustical results.

And when you're ready for the construction, Johns-Manville gives you an *all-inclusive* service—"J-M materials installed by Johns-Manville." Trained J-M construction crews install the sound-absorbing materials to assure you the *utmost in benefits.*

Thus, you get *undivided responsibility* for the complete job—whether your acoustical project is large or small, simple or complex.

Why not send today for a FREE copy of this booklet, "The Control of Sound in Broadcasting Studios." Write Johns-Manville, Box 290, New York 16, N. Y.

JOHNS-MANVILLE JM PRODUCTS **Johns-Manville** *Pioneers in* **Sound Control** *Member of*

FCC RULES AND REGULATIONS
(Continued)

(b) Identification announcements during operation need not be made when to make such announcement would interrupt a single consecutive speech, play, religious service, symphony concert, or any type of production. In such cases the identification announcement shall be made at the first interruption of the entertainment continuity and at the conclusion thereof.

Sponsored Programs
(Announcement of)

IN AM RULES . . .

§3.189 *Sponsored programs, announcement of.*—(a) In the case of each program for the broadcasting of which money, services, or other valuable consideration is either directly or indirectly paid or promised to, or charged or received by, any radio broadcast station, the station broadcasting such program shall make, or cause to be made, an appropriate announcement that the program is sponsored, paid for, or furnished, either in whole or in part.

(b) In the case of any political program or any program involving the discussion of public controversial issues for which any records, transcriptions, talent, scripts, or other material or services of any kind are furnished, either directly or indirectly, to a station as an inducement to the broadcasting of such program, an announcement shall be made both at the beginning and conclusion of such program on which such material or services are used that such records, transcriptions, talent, scripts, or other material or services have been furnished to such station in connection with the broadcasting of such program: *Provided, however,* That only one such announcement need be made in the case of any such program of five minutes' duration or less, which announcement may be made either at the beginning or the conclusion of the program.

(c) The announcement required by this section shall fully and fairly disclose the true identity of the person or persons by whom or in whose behalf such payment is made or promised, or from whom or in whose behalf such services or other valuable consideration is received, or by whom the material or services referred to in subsection (b) hereof are furnished. Where an agent or other person contracts or otherwise makes arrangements with a station on behalf of another, and such fact is known to the station, the announcement shall disclose the identity of the person or persons in whose behalf such agent is acting instead of the name of such agent.

Phillip R. Hurlbut

Western States Broadcasting Consultants

P. O. Box 2869
1209 N. Stone

Tucson, Arizona

Telephone 3-2183

(d) In the case of any program, other than a program advertising commercial products or services, which is sponsored, paid for or furnished, either in whole or in part, or for which material or services referred to in subsection (b) hereof are furnished, by a corporation, committee, association or other unincorporated group, the announcement required by this section shall disclose the name of such corporation, committee, association or other unincorporated group. In each such case the station shall require that a list of the chief executive officers or members of the executive committee or of the board of directors of the corporation, committee, association or other unincorporated group shall be made available for public inspection at one of the radio stations carrying the program.

(e) In the case of programs advertising commercial products or services, an announcement stating the sponsor's corporate or trade name or the name of the sponsor's product, shall be deemed sufficient for the purposes of this section and only one such announcement need be made at any time during the course of the program.

IN FM RULES . . .

§3.289—[Editor's Note: Identical with §3.189, above.]

IN TELEVISION RULES . . .

§ 3.689—[Editor's Note: Identical with § 3.189, above, except that "films" are added to the services mentioned in paragraph (b).]

Recordings and Transcriptions
(Identification of)

IN AM RULES . . .

§ 3.188 *Mechanical records.*[34]—Each program broadcast which consists in whole or in part of one or more mechanical reproductions shall be announced in the manner and to the extent set out below.

(a) Each such program of longer duration than 30 minutes, consisting in whole or in part of one or more mechanical reproductions, shall be identified by appropriate announcement at the beginning of the program, at each 30-minute interval and at the conclusion of the program; *Provided, however,* that the identifying announcement at each 30-minute interval is not required in case of a mechanical reproduction consisting of a continuous uninterrupted speech, play, religious service, symphony concert or operatic production of longer than 30 minutes.

(b) Each such program of a longer duration than 5 minutes and not in excess of 30 minutes, consisting in whole or in part of one or more mechanical reproductions, shall be identified by an appropriate announcement at the beginning and end of the program.

(c) Each such program of five minutes or less, consisting in whole or in part of mechanical reproductions shall be identified by appropriate announcement immediately preceding the use thereof; *Provided, however,* that each such program of one minute or less need not be announced as such.

(d) In case a mechanical reproduction is used for background music, sound effects, station identification, program identification (theme music of short duration) or identification of the sponsorship of the program proper, no announcement of the mechanical reproduction is required.

(e) The exact form of identifying announcement is not prescribed, but the language shall be clear and in terms commonly used and understood. A licensee shall not attempt affirmatively to create the impression that any program being broadcast by mechanical reproduction consists of live talent.

IN FM RULES . . .

§3.288—[Editor's Note: Identical with §3.188, above.]

IN TELEVISION RULES . . .

§3.688 *Mechanical reproductions.*—(a) Each program which consists in whole or in part of one or more mechanical reproductions, either visual or aural, shall be accompanied by an appropriate announcement to that effect either at the beginning or end of such reproduction or at the beginning or end of the program in which such reproduction is used. No such announcement shall be required where a mechanical reproduction is used for background music, sound effects, station identification, program identification (theme music of short duration) or identification of sponsorship of the program proper.

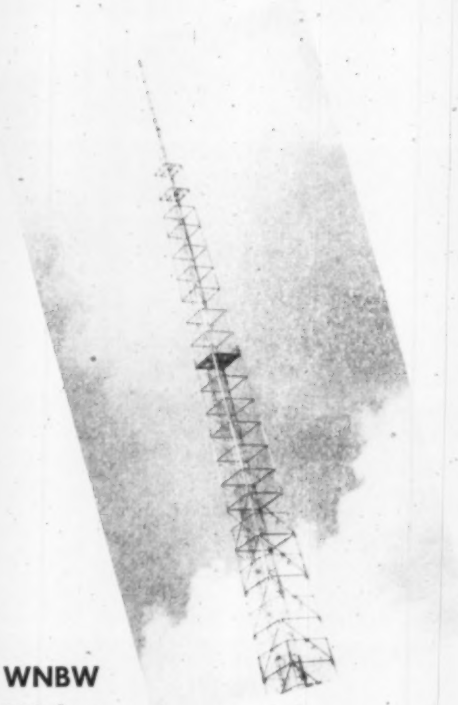
(b)—[Editor's Note: Same as paragraph (e) of § 3.188, above.]

---

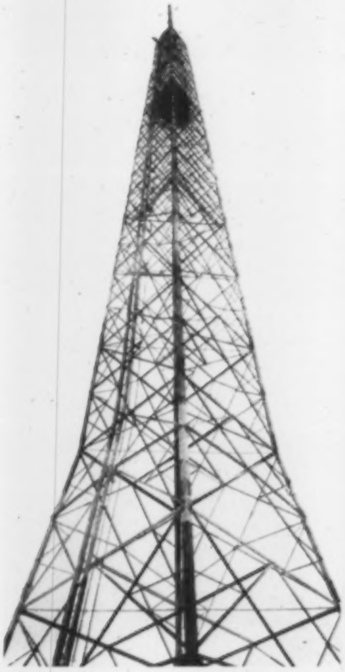
[34] During the annual periods in which Daylight Saving Time will be effective, the requirements of this section are waived with respect to network programs transcribed and rebroadcast one hour later because of the time differential resulting from the adoption of Daylight Saving Time in some areas, this waiver being applicable whether the off-the-line recording is made by the network itself at one of its key stations or by an individual station, but only when the off-the-line recording is for broadcast one hour later by those stations which operate on standard time. Furthermore, each station which broadcasts network programs one hour later in accordance with this waiver shall make an appropriate announcement at least once each day between the hours of 10 a.m. and 10 p.m., stating that some or all of the network programs which are broadcast by that station are delayed broadcasts by means of transcription, and indicating whether the transcriptions have been made by the network or the individual station. A network organization or individual station taking advantage of this waiver should so advise the Commission.

(Continued on page 476)

IN WASHINGTON, LEHIGH DOES THE TV TOWER JOB!



WNBW
300 feet



WMAL-TV
327 feet

WOIC
256 feet

Lehigh Towers

If you are planning to construct an AM, FM or Television station, or if you are looking for a better tower than you now have, look to LEHIGH for the best in tower construction.

LEHIGH's Leadership in the tower business is known nationwide. For dependable, durable towers, consult LEHIGH.

The above Lehigh Towers are all self-supporting

LEHIGH STRUCTURAL STEEL CO.

17 BATTERY PLACE
NEW YORK 4, N.Y.
Plant at Allentown, Penna.
Offices in Principal Cities

FCC RULES AND REGULATIONS
(Continued)

Political Broadcasts

FOR AM, FM, AND TV[35] . . .

§ 3.190 *Definitions.*—(a) A "legally qualified candidate" means any person who has publicly announced that he is a candidate for nomination by a convention of a political party or for nomination or election in a primary, special, or general election, municipal, county, state or national, and who meets the qualifications prescribed by the applicable laws to hold the office for which he is a candidate, so that he may be voted for by the electorate directly or by means of delegates or electors, and who

(1) has qualified for a place on the ballot or

(2) is eligible under the applicable law to be voted for by sticker, by writing in his name on the ballot, or other method, and (1) has been duly nominated by a political party which is commonly known and regarded as such, or (2) makes a substantial showing that he is a *bona fide* candidate for nomination or office, as the case may be.

(b) *General requirements.*—No station licensee is required to permit the use of its facilities by any legally qualified candidate for public office, but if any licensee shall permit any such candidate to use its facilities, it shall afford equal opportunities to all other such candidates for that office to use such facilities. *Provided,* That such licensee shall have no power of censorship over the material broadcast by any such candidate.

(c) *Rates and practices.*—The rates, if any, charged all such candidates for the same office shall be uniform and shall not be rebated by any means, directly or indirectly; no licensee shall make any discrimination in charges, practices, regulations, facilities, or services for or in connection with the service rendered pursuant to these rules, or make or give any preference to any candidate for public office or subject any such candidate to any prejudice or disadvantage; nor shall any licensee make any contract or other agreement which shall have the effect of permitting any legally qualified candidate for any public office to broadcast to the exclusion of other legally qualified candidates for the same public office.

(d) *Records; inspection.*—Every licensee shall keep and permit public inspection of a complete record of all requests for broadcast time made by or on behalf of candidates for public office, together with an appropriate notation showing the disposition made by the licensee of such requests, and the charges made, if any, if request is granted.

SONOCRAFT CO., INC.
SPECIALIZES EXCLUSIVELY IN
HIGHLY PROFESSIONAL
• DISC • TAPE • WIRE
RECORDERS and ACCESSORIES
45 West 45th St. New York 19, N. Y. LUxemburg 2-1750

Rebroadcasts

IN AM RULES . . .

§3.191 *Rebroadcast.—(a)* The term "rebroadcast" means reception by radio of the program[36] of a radio station, and the simultaneous or subsequent retransmission of such program by a broadcast station.[37]

(b) The licensee of a standard or high frequency broadcast station may, without further authority of the Commission, rebroadcast the program of a United States standard or high frequency broadcast station, provided the Commission is notified of the call letters of each station rebroadcast and the licensee certifies that express authority has been received from the licensee of the station originating the program.[38]

(c) (1) The licensee of a standard broadcast station located within a state or the District of Columbia may, without further authority of the Commission, rebroadcast on a noncommercial basis a noncommercial program of a United States international broadcast station.

(2) The licensee of a standard broadcast station located in any territory or insular possession of the United States may, without further authority of the Commission, rebroadcast any program of a United States international broadcast station.

(3) In the case of any rebroadcast under the provisions of this paragraph *(c)*, the Commission shall be notified of the call letters of each station whose programs are rebroadcast and the licensee shall certify that express authority has been received from the licensee of the station originating the program.

(d) No licensee of a standard or high frequency broadcast station shall rebroadcast the program of any other class of United States radio station without written authority having first been obtained from the Commission upon application accompanied by written consent or certification of consent of the licensee of the station originating the program.[39, 40, 41]

(e) In case of a program rebroadcast by several standard broadcast stations, such as a chain rebroadcast, the person legally responsible for distributing the program or the network facilities may obtain the necessary authorization for the entire rebroadcast both from the Commission and from the person or licensee of the station originating the program.

Attention is directed to section 325*(b)* of the Communications Act of 1934, which reads as follows:

No person shall be permitted to locate, use, or maintain a radio broadcast studio or other place or apparatus from which or whereby sound waves are converted into electrical energy, or mechanical or physical reproduction of sound waves produced, and caused to be transmitted or delivered to a radio station in a foreign country for the purpose of being broadcast from any radio station there, having a power output of sufficient intensity, and/or being so located geographically that its emissions may be received consistently in the United States, without first obtaining a permit from the Commission upon proper application therefor.[42]

IN FM RULES . . .

§3.291—[EDITOR'S NOTE: Identical in terms with §3.191, above, with two exceptions: Paragraph (e) of §3.191 is deleted in §3.291, and Paragraph (b) relates to rebroadcasts of programs of U.S. "standard, FM or noncommercial educational" stations.]

IN TELEVISION RULES . . .

§3.691—[EDITOR'S NOTE: Identical in terms with §3.408, above, except that television rebroadcasts naturally are limited to programs of other television stations; Paragraphs (d) and (e) of §3.408 are deleted in §3.691.]

Revocations, Modifications, Suspensions

OF STATION LICENSES (ALL CLASSES) . . .

§1.401 *Notice of violations.*—Any licensee who appears to have violated any provision of the Communications Act of 1934 or of the Rules and Regulations of the Federal Communications Commission, shall be served with a notice calling the facts to his attention and requesting a statement concerning the matter. Within three days from receipt of such notice, or such other period as may be specified, the licensee shall send a written answer direct to the office of the Commission originating the official notice. If an answer cannot be sent nor an acknowledgment made within such three-day period by reason of illness or other unavoidable circumstances, acknowledgment and answer shall be made at the earliest practicable date with a satisfactory explanation of the delay. The answer to each notice shall be complete in itself and shall not be abbreviated by reference to other communications or answers to other notices. If the notice relates to violations that may be due to the physical or electrical characteristics of transmitting apparatus, the answer shall state fully what steps, if any, have been taken to prevent future violations, and if any new apparatus is to be installed, the date such apparatus was ordered, the name of the manufacturer, and promised date of delivery. If the installation of such apparatus requires a construction permit, the file number of the application shall be given, or if a file number has not been assigned by the Commission such identification shall be given as will permit ready identification thereof. If the notice of violation relates to lack of attention to or improper operation of the transmitter, the name and license number of the operator in charge shall be given.

---

[35] Sec. 3.190, reprinted here, is from AM rules. In FM it is 3.290; in TV, 3.690.

[36] As used in sec. 3.408, program includes any complete program or part thereof, or any signals if other than A-3 emission.

[37] In case a program is transmitted from its point of origin to a broadcast station entirely by telephone facilities in which a section of such transmission is by radio, the broadcasting of this program is not considered a rebroadcast.

[38] The notice and certification of consent shall be given within three (3) days of any single rebroadcast, but in case of the regular practice of rebroadcasting certain programs of a standard or high frequency broadcast station several times during a license period, notice and certification of consent shall be given for the ensuing license period with the application for renewal of license, or at the beginning of such rebroadcast practice if begun during a license period.

[39] The broadcasting of a program relayed by a remote pickup broadcast station (sec. 4.401) is not considered a rebroadcast.

[40] Informal application may be employed.

[41] By Order No. 82, dated and effective June 24, 1941, until further order of the Commission, section 3.191(d) is suspended only insofar as it requires prior written authority of the Commission for the rebroadcasting of programs originated for that express purpose by U. S. Government radio stations.

[42] Formal application required. See Standards of Good Engineering Practice for form number.

§1.402 *Revocation of licenses.*—Whenever it appears that grounds exist for revocation of license, as provided in Section 312(a) of the Act, the Bureau of Law after conferring with the other bureaus of the Commission prepares a report and other necessary papers which are presented to the Commission for action. If the Commission concludes that a revocation proceeding should be instituted, an order of revocation will be issued effective not less than 15 days after written notice thereof is given the licensee. The order of revocation shall contain a statement of the grounds and reasons for such proposed revocation and a notice of the licensee's right to be heard by filing with the Commission a written request for hearing within 15 days after receipt of said order. Upon the filing of such written request for hearing by said licensee, the order of revocation shall stand suspended and the Commission will set a time and place for hearing and shall give the licensee and other interested parties notice thereof. If no request for hearing on any order of revocation is made by the licensee against whom such an order is directed within the time set forth, the order of revocation shall become final and effective, without further action of the Commission. When any order of revocation has become final, the person whose license has been revoked shall forthwith deliver the station license in question to the inspector in charge of the district in which the station is located.

§1.403 *Modification of licenses.*—Whenever it appears that public interest, convenience, and necessity would be served, or the provisions of the Communications Act, or of any treaty ratified by the United States will be more fully complied with, by the modification of any radio station construction permit or license, the Bureau of Law and Engineering after conferring with the other bureaus prepare a report and other necessary papers which are presented to the Commission for action. If the Commission concludes that proceedings should be instituted, an order will be issued to show cause why such construction permit or license should not be modified. Such order to show cause shall contain a statement of the grounds and reasons for such proposed modifications, and shall specify wherein the said construction permit or license is required to be modified. It shall require the licensee against whom it is directed, to appear at a place and time therein named to show cause why the proposed modification should not be made and the order of modification issued. If the licensee against whom the order to show cause is directed does not appear at the time and place provided in said order, a final order of modification shall issue forthwith.

OF OPERATOR LICENSES . . .

§1.404 *Suspension of operator licenses.*—Whenever it appears that grounds exist for suspension of an operator license, as provided in Section 303(m) of the Act, the Bureau of Law after conferring with the other bureaus of the Commission prepares a report and other necessary papers which are presented to the Commission for action. If the Commission concludes that suspension proceedings should be instituted, a suspension order will be issued. No order of suspension of any operator's license shall take effect until 15 days' notice in writing thereof, stating the cause for the proposed suspension, has been given to the operator licensee who may make written application to the Commission at any time within said 15 days for a hearing upon such order. The notice to the operator licensee shall not be effective until actually received by him, and from that time he shall have 15 days in which to mail the said application. In the event that physical conditions prevent mailing of the application at the expiration of the 15-day period, the application shall then be mailed as soon as possible thereafter, accompanied by a satisfactory explanation of the delay. Upon receipt by the Commission of such application for hearing, said order of suspension shall be held in abeyance until the conclusion of the hearing which shall be conducted under such rules as the Commission shall deem appropriate. Upon the conclusion of said hearing the Commission may affirm, modify, or revoke said order of suspension. If the license is ordered suspended, the operator shall send his operator license to the office of the Commission in Washington, D. C., on or before the effective date of the order, or, if the effective date has passed at the time notice is received, the license shall be sent to the Commission forthwith.

Lotteries

FOR ALL STATIONS . . .

§1304 (of U. S. Criminal Code) *Broadcasting Lottery Information.*—Whoever broadcasts by means of any radio station for which a license is required by any law of the U. S., or whoever, operating any such station, knowingly permits the broadcasting of, any advertisement of or information concerning any lottery, gift enterprise, or similar scheme, offering prizes dependent in whole or in part upon lot or chance, or any list of the prizes drawn or awarded by means of any such lottery, gift enterprise or scheme, whether said list contains any part or all of such prizes, shall be fined not more than $1,000 or imprisoned not more than one year, or both.

Each day's broadcasting shall constitute a separate offense.

[EDITOR'S NOTE: FCC had pending on Jan. 1 a proposal to issue rules defining "lottery" programs. Sec. 316 of Communications Act, referred to in the suggested regulations, was found later to have been transferred to the Criminal Code, but FCC nonetheless proceeded with consideration of its proposed rules, principal portions of which were as follows:

[The determination as to whether a particular program violates the provisions of Section 316 of the Communications Act of 1934 depends on the facts of each case. However, the Commission will in any event consider that a program is in violation of Section 316 if in connection with such program a prize consisting of money or thing of value is awarded to any person whose selection is dependent in any manner upon lot or chance, if as a condition of winning such prize:

[(1) such winner or winners are required to furnish any money or thing of value or are required to have in their possession any product sold, manufactured, furnished or distributed by a sponsor of a program broadcast on the station in question; or

[(2) such winner or winners are required to be listening to or viewing the program in question on a radio or television receiver; or

[(3) such winner or winners are required to answer correctly a question, the answer to which is given on a program broadcast over the station in question or where aid to answering the question correctly is given on a program broadcast over the station in question. For the purposes of this provision the broadcasting of the question to be answered over the radio station on a previous program will be considered as an aid in answering the question correctly; or

[(4) such winner or winners are required to answer the phone or write a letter if the phone conversation or contents of the letter (or the substance thereof) are broadcast by the station.]

(Continued)

For The Midwest

JOHN B. HEFFELFINGER

CONSULTING RADIO ENGINEER

AM - FM - TV

Allocation and Field Engineering

815 East 83rd
Street

Telephone
HIland 7010

KANSAS CITY 5, MISSOURI

Censorship

FOR ALL STATIONS . . .

§326 [of Communications Act].—Nothing in this Act shall be understood to give the Commission the power of censorship over the radio communications or signals transmitted by any radio station, and no regulation or condition shall be promulgated or fixed by the Commission which shall interfere with the right of free speech by means of radio communication.

Indecent Language

§1464 (of U. S. Criminal Code) *Broadcasting Obscene Language.*—Whoever utters any obscene, indecent, or profane language by means of radio communication shall be fined not more than $10,000 or imprisoned not more than two years, or both.

Transfers and Assignments

(Avco Rule)

ALL BROADCAST STATIONS . . .

§1.321 *Application for voluntary assignment or transfer of control; broadcast.*—(a) Applications for consent to the assignment of a construction permit or license for an AM, FM, television or other broadcast station or for consent to the transfer of control of a corporation holding such a construction permit or license shall be filed with the Commission on FCC Form No. 314 (Assignment of License) or FCC Form No. 315 (Transfer of Control). Each application shall be accompanied by a copy of a proposed notice in a form prescribed by the Commission which notice the licensee or permittee shall cause to be published at least twice a week for the 3 weeks immediately following the filing of such application in a daily newspaper of general circulation published in the community in which the station is located. The notice shall state the terms and conditions of the proposed assignment or transfer, the name of the proposed assignee or transferee, and, further, that any other person desiring to purchase the facilities upon the same terms and conditions may file an application to this effect with the Federal Communications Commission within 60 days from the date of the first publication of the notice, which date shall be expressly set forth therein. Upon receipt of the application, the Commission itself will issue a similar public notice stating the terms and conditions of the proposed sale and stating that others may file competing applications for the same facilities upon the same terms and conditions.

(b) No action on any such application will be taken by the Commission for a period of 60 days from the date of first publication, during which time any person desiring to purchase the facilities upon the same terms and conditions may file a competing application. In the case of such competing application, it shall be necessary for the applicant to execute only so much of the application form as relates to the proposed assignee or transferee—FCC Form No. 314, Part II, and Form No. 315, Part III.

(c) If no competing application is filed during this 60-day period, the Commission will consider the original application upon its merits and will grant it if it appears from an examination of the application and supporting data that public interest will be served thereby; otherwise it will be designated for hearing. If, during such 60-day period, any other application is filed, all such applications will then be considered simultaneously upon their merits, and if, upon such consideration, it appears that the proposed assignee or transferee selected by the licensee is the best qualified and that the transfer would otherwise be in the public interest, the Commission will grant the original application without a hearing. If the Commission is unable to make such a determination upon consideration of the several applications, the original application and all competing applications will be designated for hearing, to be heard in a consolidated proceeding, to determine among other things which of the applicants is best qualified to operate the station in the public interest.

(d) If, at the conclusion of such hearing, the Commission is of the opinion that the proposed assignee or transferee selected by the licensee is the best qualified and that the transfer is otherwise in the public interest an order will be entered granting the original application. However, if the Commission is of the opinion that one of the other applicants is the best qualified and that a transfer is otherwise in the public interest, an order will be entered denying the original application and stating that the Commission's consent to an assignment of the license or construction permit or to the transfer of control of the corporate licensee or permittee to such competing applicant will be given provided the licensee or permittee and such competing applicant enter into and file with the Commission within 30 days from the date of such order a contract for the assignment of the license or construction permit, or the transfer of control of the licensee or permittee, to such competing applicant upon the same terms and conditions as stated in the original application or upon such other terms and conditions as the parties may agree upon and which new terms and conditions the Commission shall find to be in the public interest.

(e) The provisions of this section insofar as they apply to requirements for advertising in connection with applications for assignment or transfer of control shall not apply to the following cases:

(1) Where there is a reorganization of a corporation holding a license or construction permit which involves no substantial change in the beneficial ownership of that corporation;

(2) Where there is an assignment from an individual or individuals to a corporation owned and controlled by such individual or individuals without any substantial change in their respective interests or from a corporation to the individual stockholders controlling such corporation when there is no substantial change in their respective interests;

(3) Where there is an assignment or transfer by way of gift or testamentary disposition of a license or construction permit or of a controlling interest in a corporate licensee or permittee, or an assignment or transfer of a license, permit or interest to effect such testamentary disposition. This section shall, however, apply to an assignment or transfer by an administrator or executor to persons other than the lawful heirs or legatees of the licensee or permittee or to trustees or beneficiaries other than those designated in the licensee's or permittee's will or other testamentary instrument.

(4) Where the interest being transferred, if acquired by a person other than the proposed assignee, would not result in such person acquiring control. The Commission, however, will scrutinize carefully successive transfers to the same person or persons to determine whether such transfers are for the purpose of evading compliance with this section.

(5) In the case of any other assignments or transfers where the parties are in doubt as to whether the provisions of this section are applicable, or are of the opinion that if the section is applicable, the requirements should be waived, the application may be filed with a request for a ruling as to whether the section is applicable or with a petition for waiver of the rule. The Commission will determine on the facts of each case whether the section is applicable or whether public interest will be served by a waiver of the rule.

(f) The following application forms should be used:

(1) FCC Form No. 314—"Application for consent to assignment of radio broadcast station construction permit or license."

(2) FCC Form No. 315—"Application for consent to transfer of control of corporation holding radio broadcast station construction permit or license."

(3) FCC Form No. 328—"Income statement." Applicant's own form of income statement may be used if he desires.

(4) FCC Form No. 329—"Balance Sheet." Applicant's own form of balance sheet may be used if he desires.

INVOLUNTARY TRANSFERS AND ASSIGNMENTS . . .

§1.323 *Application for involuntary assignment or transfer of control; broadcast and non-broadcast.*—In the event of the death or legal disability of a permittee or licensee, or a member of a partnership, or a person directly or indirectly in control of a corporation, which is a permittee or licensee

(a) the Commission shall be notified in writing promptly of the occurrence of such death or legal disability, and

(b) within thirty days after the occurrence of such death or legal disability (except in the case of a ship or amateur station), application shall be filed for consent to involuntary assignment of such permit or license or for involuntary transfer of control of such corporation to a person or entity legally qualified to succeed to the foregoing interests under the laws of the place having jurisdiction over the estate involved. The procedure and forms to be followed are the same as those specified in Sections 1.321 and 1.322. In the case of ship and amateur stations, involuntary assignment of licenses will not be made; such licenses shall be surrendered for cancellation upon the death or legal disability of the licensee.

Consulting Radio and Television Engineers

GEORGE P. ADAIR—1833 M St., N.W., Washington 6, D. C. Tel.: Executive 1230. Associated Engineers: Robert E. Ritch, Warren Taylor, Roy Robbins, Edward J. Mueller, Lawrence Freeman.

BEN ADLER—720 Milton Road, Rye, N. Y. Tel.: 7-1413. (Engineering design and construction.)

H. V. ANDERSON & ASSOC.—134 Clarence St., Lake Charles, La. Tel.: 7-277.

ANDREW CORPORATION—363 E. 75th St., Chicago 19. Tel.: Triangle 4400.

STUART L. BAILEY—Jansky & Bailey. Executive Offices: National Press Bldg., Washington 4, D. C. Tel.: Metropolitan 5411. Laboratories: 1339 Wisconsin Ave., N.W., Washington 7, D. C. Tel.: Adams 2414. Partner: C. M. Jansky Jr. Senior Radio Engineers: Delmer C. Ports, Frank T. Mitchell Jr., Oscar W. B. Reed Jr., Dan O. Hunter, Edward Webster, William B. Frazier, Neil J. Schairer, Raymond E. Rohrer, John J. Renner.

GEORGE B. BAIREY — Rothrock & Bairey, 1757 K St., N.W., Washington 6, D. C. Tel.: National 0196.

LEE E. BAKER—Landers Bldg., Springfield 4, Mo. Tel.: 3621. Lee E. Baker, president: Fritz Bauer, associate.

WILLIAM E. BENNS JR.—3738 Kanawha St., N.W., Washington, D. C. Tel.: Ordway 8071.

BERNARD ASSOCIATES—5010 Sunset Blvd., Hollywood 27. Tel.: Normandy 2-6715. Branch: Edward Iannelli, associate field office: 86 Webster Ave., Harrison, N. Y.

A. R. BITTER—4125 Monroe St. Toledo 6, Ohio. Telephone: Kingswood 7631. A. R. Bitter, president.

CHAMBERS & GARRISON—1519 Connecticut Ave., Washington 6, D. C. Tel.: Michigan 2261.

COMMERCIAL RADIO EQUIPMENT CO. —Porter Bldg., Kansas City 2, Mo. Tel.: Logan 8821. Allocation engineering: Robert Wolfskill, manager; E. A. McCall, Earl W. Chamberlin, associate engineers; L. O. Nigh, in charge of frequency measurements. Eastern Office: International Bldg., Washington 4, D. C. Tel.: District 1319. Everett L. Dillard, general manager; Kenneth M. Hollingsworth, chief field engineer; Edward F. Lorentz, chief allocation engineer; Leigh Kimball, engineer, FM and TV section.

COMMUNICATIONS ENGINEERING CO. —Evans Bldg. Washington 5, D. C. Tel.: Sterling 8291. Robert L. Carmine, V.-P. in charge of engineering.

CRAVEN, LOHNES & CULVER—Munsey Bldg., Washington 4, D. C. Tel.: District 8215. T. A. M. Craven, George M. Lohnes, Ronald H. Culver, Laberne M. Poast.

JOHN CREUTZ—Bond Bldg., Washington, D. C. Tel.: Republic 2151.

CROSBY LABORATORIES — 126 Old Country Rd., Mineola, N. Y. Tel.: Garden City 7-0284.

A. EARL CULLUM Jr.—Highland Park Village, Dallas 5, Tex. Tel.: Justin 8-6108. D. A. Peterson, C. M. Daniell, R. L. Hammett, partners; J. G. Rountree, O. S. Droke, L. E. Cox, associates.

GEORGE C. DAVIS—Munsey Bldg., Washington 4, D. C. Tel.: District 8456. Associates: Joe W. Collier, Kendrick H. Lippitt, Julius Cohen, Albrecht P. Barsis, Ralph Dippell, A. F. Barghausen.

PAUL A. deMARS—Raymond M. Wilmotte Inc., 1469 Church St., N.W., Washington 5, D. C. Tel.: Decatur 1231.

DOOLITTLE RADIO INC. — 7421 S. Loomis Blvd., Chicago 36, Ill. Tel.: Radcliffe 3-4100. Officials: E. M. Doolittle, president.

A. JAMES EBEL—212 S. Jefferson St., Peoria, Ill. Tel.: 7133. Associates: George Pyle, Willard Hall, and Dale King.

WILLIAM L. FOSS INC.—927 15th St., N.W., Washington 5, D. C. Tel.: Republic 3883. William L. Foss, president; John A. Moffet, vice-president; Edmund E. Pendleton, Harold D. Plunkett, radio engineers.

GILLE BROS.—1108 Lillian Way, Hollywood 38. Tel.: Gladstone 6178. Benson D. Gille, C. E. Taylor.

GLENN D. GILLETT & ASSOC.—National Press Bldg., Washington 4, D. C. Tel.: National 3373, Partners; Glenn D. Gillett, William E. Plummer, Henry B. Riblet, E. M. Hinsdale Jr. Engineer, Paul Bergquist.

PAUL F. GODLEY—Paul Godley Co., P. O. Box "J", Upper Montclair, N. J. Tel.: Montclair 3-3000. Laboratories: Great Notch, N. J. Tel.: Little Falls 4-1000. Associates: Barton C. Coffman, Paul F. Godley Jr., Robert F. Holtz, Carson W. Kaufman, E. M. Liebscher, J. G. Littlefield, George H. Wagner.

DR. ALFRED N. GOLDSMITH—597 Fifth Ave., New York 17. Tel.: Plaza 3-4150.

RICHARD R. HAYES—211 E. Poplar Blvd., San Antonio 2, Tex. Tel.: Garfield 2877.

JOHN B. HEFFELFINGER—815 E. 83rd St., Kansas City 5, Mo. Tel.: Hiland 7010.

JOHN V. L. HOGAN—730 Fifth Ave., New York 19. Tel.: Columbus 5-5536.

FREDERICK S. HOWES, PH.D.—McGill Univ. Engineering Bldg., Montreal, Que., Canada.

GUY C. HUTCHESON—1100 W. Abram St., Arlington, Tex. Tel.: 1218

C. M. JANSKY JR.—Jansky & Bailey. Executive Offices: National Press Bldg., Washington 4, D. C. Tel.: Metropolitan 5411. Laboratories: 1339 Wisconsin Ave., N.W., Washington 7, D. C. Tel.: Adams 2414. Partner: Stuart L. Bailey. Senior Radio Engineers: Delmer C. Ports, Frank T. Mitchell Jr., Oscar W. B. Reed Jr., Dan O. Hunter, Edward Webster, William B. Frazier, Neil J. Schairer, Raymond E. Rohrer, John J. Renner.

FRANK G. KEAR—Kear and Kennedy, 1703 K St., N.W., Washington 6, D. C. Tel.: Sterling 7932.

JOHN J. KEEL—Warner Bldg., Washington 4, D. C. Tel.: National 6513. Associates: Paul L. Mueller, Joseph L. Wrenn.

ROBERT L. KENNEDY—Kear and Kennedy, 1703 K St., N.W., Washington 6, D. C. Tel.: Sterling 7932.

WORTHINGTON C. LENT—4813 Bethesda Ave., Bethesda 14, Md. Tel.: Oliver 8200.

RUSSELL P. MAY—1422 F St., N.W., Washington 4, D. C. Tel.: Republic 3984.

WINFIELD SCOTT McCACHREN & ASSOC.—Bond Bldg., Washington 5, D. C. Tel.: District 6923.

FRANK H. McINTOSH—710 14th St., N.W., Washington 5, D. C. Tel.: Metropolitan 4477. Laboratory: 910 King St., Silver Spring, Md. Tel.: Shepard 0874. Associates: Andrew F. Inglis, Gordon J. Gow, James R. Croy, Robert E. Baluta, Maurice L. Painchaud, Elizabeth L. Dahlberg, Robert E. Ankers, Ambrose J. Cavegn.

DIXIE B. McKEY AND ASSOC.—1820 Jefferson Pl. N.W., Washington 6, D. C. Tel.: Republic 7236.

McNARY & WRATHALL—National Press Bldg., Washington 4, D. C., and Santa Cruz, Calif. Washington Tel.: District 1205. James C. McNary. Grant R. Wrathall; Santa Cruz, 1407 Pacific Ave. Tel.: 5040.

PHILIP MERRYMAN & ASSOC.—Office: 33 W. 42nd St., New York. Heatherdell Rd., Ardsley, N. Y. Tel.: Dobbs Ferry 3-2373.

E. C. PAGE CONSULTING RADIO ENGINEERS—Bond Bldg., Washington 5, D. C. Tel.: Executive 5670. Partners: Esterly C. Page, Joseph A. Waldschmitt.

PREISMAN & BISER—3308 14th St., N. W., Washington 10, D. C. Tel.: Adams 7299.

RADIO ENGINEERING CO.—1355 Market St., San Francisco. Tel.: Market 1-8173. Owner: Norwood J. Patterson.

GARO W. RAY—991 Broad St., Bridgeport 3, Conn. Tel.: 5-2055.

WILLIAM E. RICHARDSON—1935 S. W. Moss St., Portland 1, Ore. Tel.: Cherry 4070. Officers: Wm. E. Richardson, Howard Endicott.

ANDREW D. RING—A. D. Ring & Co., Munsey Bldg., Washington 4, D. C. Tel.: Republic 2347, Andrew D. Ring. Associates: Howard T. Head, Stephen W. Kershner, Raymond P. Aylor Jr., Charles L. Keller, Jefferson D. Brooks III, Charles S. Wright, G. Allen Fuller, Jr., Raymond Dordal.

HAROLD B. ROTHROCK—Rothrock & Bairey, 1757 K St. N.W., Washington 6, D. C. Tel.: National 0196.

MERL SAXON—203 W. Hutchinson St., Fort Worth, Tex. Tel.: 888.

SILLIMAN & BARCLAY — 1011 New Hampshire Ave., Washington, D. C. Tel.: Republic 6646.

LYNNE C. SMEBY—820 13th St., N.W., Washington 5, D. C. Tel.: Executive 8073.

T & T RADIO MEASUREMENTS Co.—1577 Cross Roads-of-the-World, Hollywood 28. Tel.: Gladstone 6455. Jay E Tapp and Raymond B. Torian, co-owners.

ARCHER S. TAYLOR—P. O. Box 1479, Missoula, Mont. Tel.: 8562.

(Continued on page 482)

BERNARD ASSOCIATES

CONSULTING RADIO
and
TELEVISION ENGINEERS

A COMPLETE CONSULTATION AND ENGINEERING SERVICE FOR PROSPECTIVE AND PRESENT BROADCAST STATION OWNERS

- *Frequency Studies*
- *Preparation of Engineering Data for F.C.C.*
- *Selection of Transmitter Sites*
- *Supervision of Station Construction*
- *Antenna Measurements and Tuning*
- *Studio Design and Measurement*
- *Field Surveys to Check Station Service*

TELEVISION — AM — FM — FACSIMILE

We currently represent clients in California - Oregon Washington - Wyoming - Montana - New Mexico Texas - Idaho - Oklahoma - Utah - Louisiana Arizona - Colorado - Illinois - Michigan - Ohio

BERNARD ASSOCIATES BUILDING

5010 Sunset Blvd. NOrmandy 2-6715
Hollywood 27 California

THE ASSOCIATION OF FEDERAL COMMUNICATIONS CONSULTING ENGINEERS

was founded:

To encourage and maintain high standards of competence and integrity of professional conduct;

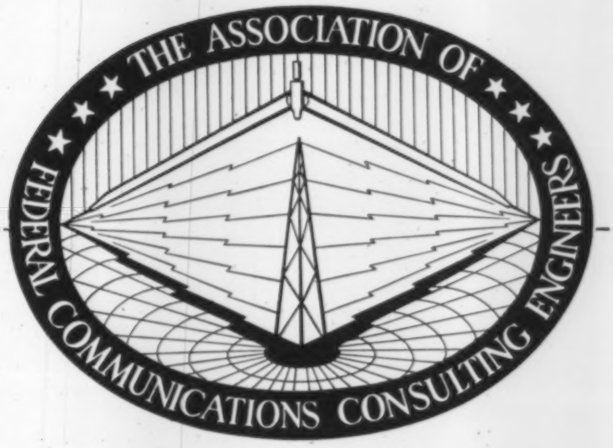
To aid and promote the proper administration and regulation of the engineering and technical phases of radio communication.

In order that the best interests of the public and the industry shall be served.

THE ASSOCIATION has formulated and adopted Canons of Ethics which clearly define the proper relationship of the consulting radio engineer to his client, to the public, to his employees and to other members of his profession.

Membership is open to all consulting radio engineers whose professional experience, training, conduct and standing meet the high standards established by the Association.

A copy of the Constitution, By-Laws and Canons of Ethics may be obtained by any interested person by writing to any of the members.



Stuart L. Bailey
Jansky & Bailey

Clyde H. Bond
John Barron

Lester H. Carr
Weldon & Carr

Joseph A. Chambers
Chambers & Garrison

John Creutz
John Creutz

Ronald H. Culver
Craven, Lohnes & Culver

George C. Davis
George C. Davis

Everett L. Dillard
Commercial Radio Equipment Co.

Millard M. Garrison
Chambers & Garrison

Glenn D. Gillett
Glenn D. Gillett & Assoc.

Paul F. Godley
Paul Godley Co.

C. M. Jansky, Jr.
Jansky & Bailey

Frank G. Kear
Kear and Kennedy

Robert L. Kennedy
Kear and Kennedy

Worthington C. Lent
Worthington C. Lent

George M. Lohnes
Craven, Lohnes & Culver

Frank H. McIntosh
Frank H. McIntosh

James C. McNary
McNary & Wrathall

Russell P. May
Russell P. May

E. C. Page
E. C. Page

William E. Plummer
Glenn D. Gillett & Assoc.

A. D. Ring
A. D. Ring & Co.

James O. Weldon
Weldon & Carr

Herbert L. Wilson
Herbert L. Wilson

Grant R. Wrathall
McNary & Wrathall

THE ASSOCIATION has adopted the seal shown above and provided that it may be used by members on their letterheads and in their professional cards to attest their membership in the Association and their acceptance of the obligations imposed thereby.

MEMBERS OF THE FEDERAL COMMUNICATIONS BAR ASSN.

(For Officers See Page 515)

A

Affiect, Gordon Burt, 40 N. Main St., Salt Lake City, Utah.

Albertson, Fred W., Dow, Lohnes & Albertson, Munsey Bldg., D. C.

Ashby, A. L., 7 Sunny Brae Place, Bronxville 8, N. Y.

B

Bailey, Clyde S., Independent Telephone Assn., Munsey Bldg., D. C.
Baker, Philip M., Baker & Thompson, 1411 Pa. Ave., N. W., D. C.
Baldwin, James W., Office of the Chief Signal Officer, Pentagon Bldg., D. C.
Baron, Theodore, National Press Bldg. D. C.
Barnes, Maurice R. Barnes & Neilson, Muncy Bldg., D. C.
Beebe, Raymond N., Davies, Richberg, Beebe, Busick & Richardson, 815 Fifteenth St., N. W., D. C.
Beelar, Donald C., Kirkland, Fleming, Green, Martin & Ellis, National Press Bldg., D. C.
Bennett, Andrew W., 820 13th St., N. W., D. C.
Benton, John E., 7411 New Post Office Bldg., D. C.
Bergson, Philip, 910 17th St., N. W., D. C.
Berick, Morris, 605 Lincoln Rd., Miami Beach, Fla.
Berk, S. Bernard, First Central Tower, Akron, O.
Berman, Jack N., Sinclair Bldg., Steubenville, O.
Bingham, Herbert M., Bingham, Collins, Porter & Kister, Tower Bldg., D. C.
Bittinger, Harvey, Insurance Exchange Bldg., Des Moines, Ia.
Blanton, William N. Jr., Butler & Binion, 3020 Gulf Bldg., Houston, Tex.
Bloch, Roger S., 77 Washington St., Chicago 3.
Blodgett, Harold E., 408 State St., Schenectady, N. Y.
Bohannon, Ross, Gormley, Bohannon, Ragsdale & Prescott, 1517 Commerce St., Dallas, Tex.
Booth, Robert M. Jr., Bingham, Collins, Porter & Kistler, Tower Bldg., D. C.
Borut, Frank, 222 Broadway, New York.
Boyle, Thomas F., Boyle, Feller, Stone & McGivern, 25 Broad St., New York.
Brady, John B., Colorado Bldg., D. C.
Brauner, Julius F., CBS, 485 Madison Ave., New York.
Breene, Samuel F., Breene & Jobson, First National Bank Bldg., Oil City, Pa.
Brenner, Jacob, 393 Seventh Ave., New York 1.
Bronson, William H., Commercial Bldg., Shreveport, La.
Brown, James Harvey, 364 N. Ridgewood Pl., Los Angeles 4.
Brown, Thad H. Jr., Roberts & McInnis, Transportation Bldg., D. C.
Burke, Eugene L., Hayes & Hayes, 945 Munsey Bldg., D. C.
Burney, Cecil E., 804 Driscoll Bldg., Corpus Christi, Tex.
Burstein, Herbert, 200 W. 34th St., New York.

C

Caldwell, Louis G., Kirkland, Fleming, Green, Martin & Ellis, National Press Bldg., D. C.
Callister, Reed E., 650 S. Spring St., Los Angeles.
Cambron, Charles Ray, 63 Pine St., Orlando, Fla.
Canfield, Austin F., Woodward Bldg., D. C.
Cannon, David H., 650 S. Spring St., Los Angeles.
Carr, John P., Dow, Lohnes & Albertson, Munsey Bldg., D. C.
Carrigan, Joe B., KWFT, Wichita Falls, Tex.
Carson, Byron G., Tower Bldg., D. C.
Carter, Chauncey P. Jr., Kirkland, Fleming, Greene, Martin & Ellis, Nat'l. Press Bldg., D. C.
Case, Norman S., Case & Wozencraft, 725 15th St., N. W., D. C.
Cash, John F., Cook Paint & Varnish Co., Kansas City, Mo.
Chopnick, Max, 9 E. 46th St., New York.
Claggett, John F., 1426 K St., N. W., D. C.
Cleary, Leslie A., Cleary & Zeff, Stanislaus County Office Bldg., Modesto, Calif.
Cobb, A. Dale, Wheat, May, Shannon & St. Clair, Shoreham Bldg., D. C.
Cohen, Lester, Hogan & Hartson, Colorado Bldg., D. C.
Cohn, Marcus, Cohn & Marks, Evans Bldg., D. C.
Colin, Ralph F., 165 Broadway, New York
Colladay, E. F., Colladay, Colladay & Wallace, 1331 G St., N. W., D. C.
Compere, Thomas H., NBC, Merchandise Mart, Chicago 54.
Conrad, Edwin, Gay Bldg., Madison, Wis.
Courtney, Jeremiah, Courtney, Kreiger & Jorgenson, 1707 H St., N. W., D. C.
Cowgill, Harold G., Segal, Smith & Hennessey, 816 Connecticut Ave., D. C.
Cragun, John W., Transportation Bldg., D. C.
Cressy, Warren F., Cressy, Bartram, Melvin & Sherwood, 300 Main St., Stamford, Conn.
Crook, Omar L., Wheat, May, Shannon & St. Clair, Shoreham Bldg., D. C.
Curry, John R., Shoreham Bldg., D. C.

D

Daly, Harry J., Metropolitan Bank Bldg., D. C.
David, Allen B., Bond Bldg., D. C.
David, Nathan H., Commonwealth Bldg., D. C.
Davidson, R. F., Bell Telephone Bldg., Philadelphia.
Davis, Lowry W., 2530 Parkside Dr., Atlanta, Ga.
Dechert, Philip, Tioga & C Sts., Philadelphia 34.
Dempsey, William J., Dempsey & Koplovitz, 815 15th St., N. W., D. C.
Denslow, L. Alton, LeRoy & Denslow, Washington Bldg., D. C.
Diamond, Milton, Polletti, Diamond, Freidlin & Mackay, 598 Madison Ave., New York.
Dickey, James W., Buckley & Danzansky, National Press Bldg., D. C.
Dixon, James A., First National Bldg., Miami.
Dowd, Thomas, Pierson & Ball, Ring Bldg., D. C.
Drain, Dale D., Drain & Weaver, 1422 F St., N. W., D. C.
Driscoll, H. D., Driscoll & Bishop, 1025 Connecticut Ave., D. C.
Dunbar, Frank C., A. I. U. Bldg., Columbus, O.
Durr, Clifford J, Commonwealth Bldg., D. C.
Duvall, Charles F., Fisher, Wayland, Duvall & Southmayd, Warner Bldg., D.C.

E

Eagan, R. Russell, Kirkland, Fleming, Green, Martin & Ellis, National Press Building, D. C.
Eggmann, Horace J., Jr., Metropolitan Bldg., E. St. Louis, Ill.
Egolf, Williard D., 5 Wilson Lane, Bethesda, Md.
Emerson, Walter L., 20 N. Wacker Dr., Chicago 6.
Emison, John Rabb, Oliphant Bldg., Vincennes, Ind.
Ernst, Morris L., Greenbaum, Wolf & Ernst, 285 Madison Ave., New York 17.
Esterbai, John L., Philco Corp., Tioga & C St., Philadelphia 34.
Etherton, Seldon L., Michigan Bank Bldg., Detroit.

(Continued on page 483)

CONSULTING ENGINEERS

(Continued from page 479)

UNIVERSAL RESEARCH LABORATORIES—One Nob Hill Circle, San Francisco 6. Tel.: Exbrook 2-4567. Alfred E. Towne and Staff.

WASHINGTON INSTITUTE OF TECHNOLOGY—5005 Calvert Rd., College Park, Md. Tel.: Warfield 9000. C. B. Knudson, director of engineering.

WELDON & CARR—1605 Connecticut Ave., N.W., Washington 9, D. C. Tel.: Michigan 4151. Field Branch: 1728 Wood St., Dallas 1, Tex. Tel.: Riverside 3611. James O. Weldon, Lester H. Carr, B. Ross Hilker, Jules Cohen, Edward N. Sidor, Eugene E. Arnold, James E. Hardwick, Wilson C. Wearn, B. W. Griffith Jr., J. L. Tobolowsky.

HERBERT L. WILSON—1025 Connecticut Ave., N.W., Washington 6, D. C. Tel.: National 7161.

WITTY & RHEA—6923 Snider Plaza, Dallas 5. Tel.: Lakeside 7118. W. M. Witty & Henry E. Rhea, partners.

MARTIN R. WILLIAMS—1131 N. Delaware St., Indianapolis 2. Tel.: Riley 8057.

NATHAN WILLIAMS—20 Algoma Blvd., Oshkosh, Wis. Tel.: Blackhawk 22. Engineers: Valerius Herzfeld, Robert Ziehlke. Drafting: Ray L. Weideman.

RAYMOND M. WILMOTTE—Raymond M. Wilmotte Inc., 1469 Church St., N. W., Washington 5, D. C. Tel.: Decatur 1231. Associate: Paul A. deMars.

NEW!
High Fidelity Dynamic
E-V BROADCAST Microphones

Model 650
(Output −46 db)

Engineered to the Highest
FM and AM Broadcast Standards

Model 645
(Output −50 db)

FEATURES LIKE THESE WIN TOP RATING
by Station and Network Engineers!

Flat out to 15 kc! Extremely high output! Impedance selector! Dual-type shock-mount! Remarkably rugged! Individually calibrated!

Developed in cooperation with station and network engineers, the new "650" and "645" meet exacting requirements of modern high fidelity FM and AM broadcast service. Proved in studio and remote use. Polar pattern is non-directional at low frequencies, becoming directional at high frequencies. Recessed switch gives instant selection of 50 or 250 ohms impedance. Exclusive Acoustalloy diaphragm withstands toughest use. Many other important features assure the ultimate in broadcast quality. Satin chromium finish. Fully guaranteed.

Model 650. Output level −46 db. List **$150.00**
Model 645. Output level −50 db. List **$100.00**

Broadcast Engineers: Put the "650" or "645" to the test in your station. Know the thrill of using the newest and finest. Write for full details.

ELECTRO-VOICE, INC. BUCHANAN, MICHIGAN
Export: 13 East 40th St., New York 16, U. S. A. Cables: Arlab

NO FINER CHOICE THAN Electro-Voice

F

Fanelli, Joseph A., Schoene, Freehill, Kramer and Fanelli, 1625 K St., N.W., D. C.
Farris, Frank M. Jr., Third National Bank Bldg., Nashville.
Fawcett, Joseph R., Union Commercial Building. Cleveland 14, O.
Feen, A. Fearley, 119 S. Winooski Ave., Burlington, Vt.
Fisher, Ben S., Fisher, Wayland, Duvall & Southmayd, Warner Bldg., D. C.
Fischer, Henry G., Fischer, Willis & Panzer, 1728 Mass. Ave., N. W., D. C.
Fletcher, Frank U., Munsey Bldg., D. C.
Fly, James Lawrence, Suite 1444, 30 Rockefeller Plaza, New York 20.
Foley, James, 1025 Connecticut Ave., N. W., D. C.
Foote, Edward A., Foote & Taylor, 1028 Connecticut Ave., D. C.
Ford, Aaron L., Spearman, Roberson & Spearman, Munsey Bldg., D. C.
Fortas, Abe, Arnold, Fortas & Porter, Bowen Bldg., D. C.
Freedman, Walter, 1028 Connecticut Ave., D. C.
Freston, Arthur, 650 S. Spring St., Los Angeles 14.

G

Gallagher, James E. Jr., Real Estate Trust Bldg., Philadelphia.
Gallagher, Marian G. (Mrs.), U. of Wash. Seattle 5, Wash.
Galliher, O. R. Jr., P. O. Box #205, Bristol, Va.
Gardner, Addison L. Jr., 231 S. LaSalle St., Chicago.
George, Arthur T., 140 New Montgomery St., San Francisco.
George, Carl E., Hotel Statler, Cleveland.
Gerth, Theodore P., Investment Bldg., D. C.
Gerrity, Harry J., Hill Bldg., D. C.
Gibbons, John F., 67 Broad St., New York.
Gibbs, Delbridge L., Florida Bank Bldg., Jacksonville 2, Fla.
Goldfarb, Aaron, City National Bank Bldg., Houston, Tex.
Goldstein, David, Electric Bldg., Asbury Park, N. J.
Goodman, Emanuel M., Stratford Hotel, Milwaukee, Wis.
Goodrich, Pierre F., Electric Bldg., Indianapolis, Ind.
Goodwin, Bernard, 1501 Broadway, New York.
Gordon, Spencer, Covington, Rublee & Shorb, Union Trust Bldg., D. C.
Granik, Theodore, 1627 K St., N. W., D. C.
Griffith, Kelley E., Kirkland, Fleming, Green, Martin & Ellis, National Press Bldg., D. C.
Guider, John W., Hogan & Hartson, Colorado Bldg., D. C.

H

Haley, Andrew G., Haley, McKenna & Wilkinson, Duryea Bldg., 1101 Conn. Ave., N.W., D. C.
Hall, Charles M., 305 Broadway, New York.
Hamilton, Fowler, Southern Bldg., D. C.
Hamlyn, John J., McClatchy Bcstg. Co., Sacramento, Calif.
Hand, Frank B. Jr., 614 Transportation Bldg., D. C.
Hannon, William A., 21 W. 10th St., Kansas City, Mo.
Harris, C. Walter, Washington Bldg., D. C.
Harry, Lawrence W., First National Bank Bldg., Fostoria, O.
Harter, Dow W., Washington Bldg., D. C.
Hartman, John A. Jr., 67 Broad St., New York.
Haupt, William H., 458 Spring St., Los Angeles 13.
Hausman, Howard A., CBS, 485 Madison Ave., New York 22.
Hawley, Edmund S., 195 Broadway, New York 7.
Hayes, John C., Hayes & Hayes, Munsey Bldg., D. C.
Heald, Robert L., Welch, Mott & Morgan, 710 14th St., N. W., D. C.
Heffernan, Joseph V., RCA Bldg., New York 20.
Hennessey, Philip J. Jr., Segal, Smith & Hennessey, 816 Connecticut Ave., D. C.
Herman, A. M., Electric Bldg., Ft. Worth, Tex.
Herriott, Irving, 120 S. LaSalle St., Chicago.
Hickman, Charles M., 160 N. LaSalle St., Chicago 1.
Hilmer, Lucien, Hilmer & Davis, 1700 Eye St., N. W., D. C.
Howard, Benjamin C., 1845 O'Sullivan Bldg., Baltimore 2.
Howell, Boyte Jr., Commerce Title Bldg., Memphis, Tenn.
Hoyo, John Charles, Majestic Bldg., San Antonio, Tex.
Huggett, Kenneth W., 63 N. Howell St., Hillsdale, Mich.
Hurt, Willson, 1275 Pontiac St., Denver, Colo.
Hurvitz, Hyman, Bureau of Ships, Navy Dept., D. C.

I

Irwin, Ellis C., 1006 Canal Bldg., New Orleans, La.
Irwin, Robert L., Dow, Lohnes & Albertson, Munsey Bldg., D. C.

J

Jacobs, Carl M., Union Central Bldg., Cincinnati, O.
James, William R., 125 W. Seventh St., Los Angeles, Cal.
Jameson, Guilford, Investment Bldg., D. C.
Jansky, Maurice M., Loucks, Zias, Young & Jansky, 1317 F St., N. W., D. C.
Jeneroff, Meyer A., 100 State St., Albany, N. Y.
Johnson, J. Edward, Brownwood, Tex.
Johnston, E. D., Kirkland, Fleming, Green, Martin & Ellis, National Press Bldg., D. C.
Jorgenson, Norman E., Courtney, Kreiger & Jorgenson, 1707 H St., N. W., D. C.

K

Kahn, Alexander, 175 East Broadway, New York.
Kaye, Sydney M., 165 Broadway, New York.
Kehoe, William A. Jr., Dempsey & Koplovitz, Bowen Bldg., D. C.
Keller, Joseph E., Dow, Lohnes & Albertson, Munsey Bldg., D. C.
Kellough, Robert W., McBirney Bldg., Tulsa, Okla.
Kendall, John C., U. S. National Bank Bldg., Portland, Ore.
Kimball, Ralph H., 67 Broad St., New York.
King, John P., 544 E. 89th St., New York.
Knowles, Miles H., 1029 Vermont Ave., N. W., D. C.
Kopietz, Frank M., 1326 Nat'l Bank Bldg., Detroit.
Koplovitz, William C., Dempsey & Koplovitz, 815 15th St., N. W., D. C.
Kossman, Jacob, Commercial Trust Bldg., Philadelphia 2.
Kowal, Leon J., 11 Beacon St., Boston, Mass.
Kramer, Milton, Schoené, Freehill, Kramer & Fannell, 1625 K St., N. W., D. C.
Kreiger, Seymour, Courtney, Kreiger & Jorgenson, 1707 H St., N. W., D. C.
Kurrie, Thompson, 622 State Life Bldg., Indianapolis, Ind.

L

LaBrun, Harry J., 1507 Packard Bldg., Philadelphia.
Ladner, Henry, 30 Rockefeller Plaza, New York 20.
Lamb, Edward, Edison Bldg., Toledo, O.
Lamb, William H., 1835 Arch St., Philadelphia.
Lamprey, William B., 31 State St., Boston.
Lancaster, Emery, 715 W.C.U. Bldg., Quincy, Ill.
Landa, Alfons, B., Davies, Richberg, Beebe, Busick & Richardson, 815 15th St., N. W., D. C.
Landon, S. Whitney, 32 Sixth Ave., New York.
Lavine, Richard A., Guarantee Bldg., Hollywood 28.
Lawton, Samuel T., 7 S. Dearborn St., Chicago 3.
Leahy, William E., Bowen Bldg., D. C.
Leonard, Donald S., Commissioner, Michigan State Police, E. Lansing, Mich.
LeRoy, Howard S., LeRoy & Denslow, Washington Bldg., D. C.
Levine, J. L., 518 Volunteer Bldg., Chattanooga, Tenn.
Levinson, Louis, 1622 Chestnut St., Philadelphia, Pa.
Levy, Isaac D., 1622 Chestnut St., Philadelphia.
Lewis, Ralph E., 650 S. Spring St., Los Angeles.
Lipkin, Max J., 1140 Jefferson Bldg., Peoria, Ill.
Littell, Norman M., 1422 F St., N. W., D. C.
Littlepage, John M., Littlepage & Littlepage, Investment Bldg., D. C.
Littlepage, Thomas P. Jr., Littlepage & Littlepage, Investment Bldg., D. C.
Lockwood, Corwin R. Jr., Hogan & Hartson, Colorado Bldg., D. C.
Lohnes, Horace L., Dow, Lohnes & Albertson, Munsey Bldg., D. C.
Loucks, Philip G., Loucks, Zias, Young & Jansky, 1317 F St., N.W., D. C.
Lovett, Eliot C., Hanson, Lovett & Dale, 729 15th St., N. W., D. C.
Lynch, Paul B., NBC 30 Rockefeller Plaza, New York 20.

M

Margraf, Gustav B., NBC, 30 Rockefeller Plaza, New York.
Marks, Leonard H., Cohn & Marks, 1420 New York Ave., N. W., D. C.
Masters, Keith, 33 N. LaSalle St., Chicago.
Mather, E. Everett Jr., 1835 Arch St., Philadelphia.
Matthews, Francis Patrick, 516 Insurance Bldg., Omaha, Neb.
Maulsby, William E. Holt, Kirkland Fleming, Green, Martin & Ellis, National Press Bldg., D. C.
May, Philip S., 1106 Lynch Bldg., Jacksonville, Fla.
May, Robert E., Wheat, May, Shannon & St. Clair, Shoreham Bldg., D. C.
Mayer, Henry, 19 W. 44th St., New York 18.
Mayer, Gerald J., Mayer, Bannerman & Rigby, 1010 Vermont Ave., D. C.
McCamic, Charles, McCamic & Clarke, National Bank Bldg., Wheeling, W. Va.
McCauley, Raymond F., 959 8th Ave., New York.
McDonald Joseph A., ABC, 30 Rockefeller Plaza, New York 20.
McDonough, Francis X., Dow, Lohnes & Albertson, Munsey Bldg., D. C.
McDonnell, W. Barrett, Dempsey & Koplovitz, 815 15th St., N. W., D. C.
McDowell, C. Blake, First Central Tower, Akron, O.
McDowell, James L., 4942 Arlington Ave., Riverside, Calif.
McKenna, James A. Jr., Haley, McKenna & Wilkinson, 1101 Conn. Ave., N.W., D. C.
McKinney, Hayes, 105 W. Adams St., Chicago.
McLeod, W. J. Jr., Jeffries Blvd. & Washington St., Walterboro, S. C.
Meurer, Raymond J., Penobscot Bldg., Detroit.
Meyer, Daniel W., 1776 Broadway, New York.
Meyers, Milton H., 182 Grand St., Waterbury, Conn.
Midlen, John H., George O. Sutton, National Press Bldg., D. C.
Miles, Clarence W., Baltimore Trust Bldg., Baltimore, Md.
Miller, Justin, NAB, 1771 N St., N. W., D. C.
Miller, Neville, Miller & Schroeder, Munsey Bldg., D. C.
Miller, William E., Union Bank Bldg., Pittsburgh.
Morgan, Edward P., Welch, Mott & Morgan, 710 14th., N.W., D. C.
Morgan, Gerald D., Morgan & Calhoun, Washington Bldg., D. C.
Morgan, Robert B., Palmetto Bldg., Columbia, S. C.
Moser, John B., 360 N. Michigan Ave., Chicago 1.
Mott, Harold E., Welch, Mott & Morgan, 710 14th St., N. W., D. C.
Munger, Alfred C., First National Bank Bldg., Omaha, Neb.
Myse, Daryal A., Hewes & Awalt, 822 Connecticut Ave., D. C.

N

Neu, James Henry, CBS, Warner Bldg., D. C.
Niner, Isidor, 366 Madison Ave., New York.

O

O'Brien, Seymour, 2400 Baltimore Trust Bldg., Baltimore, Md.
O'Bryan, Paul A., Dow, Lohnes & Albertson, Munsey Bldg., D. C.
O'Callaghan, Robert Dennis, National Bank of Commerce Bldg., San Antonio, Tex.
Ockershausen, Harry J., Dempsey & Koplovitz, Bowen Bldg., D. C.
Oehler, 1365 Cass Ave., Detroit.
O'Hara, Francis James Jr., Summers & O'Hara, 1625 K St., N. W., D. C.
O'Hara, Thomas W., Dept. of Justice, D. C.
O'Hare, Richard C., Maguire, Roche & O'Hare, 199 Washington St., Boston, Mass.
Oppenheimer, Monroe, Miller, Sher & Oppenheimer, Woodward Bldg., D. C.

P

Palens, Louis M., 5435 Arlington St., Philadelphia.
Patrick, Duke M., Hogan & Hartson, Colorado Bldg., D. C.
Peck, Herbet M., 500 North Broadway, Oklahoma City, Okla.
Pefferle, Leslie G., Reisch Bldg., Springfield, Ill.
Peterson, Ivar H., NAB, 1771 N St., N. W., D. C.
Petty, Don, NAB, 1771 N St., N. W., D. C.
Peycke, Tracy J., Telephone Bldg., Omaha, Neb.
Pierson, W. Theodore, Pierson & Ball, Ring Bldg., D. C.
Pilafian, James, 566 N. E. 15th St., Miami, Fla.
Pischke, Vail W., Norman Littell, 1422 F St., N. W., D. C.
Plock, Richard H., Tama Bldg., Burlington, Ia.
Porter, Paul A., Arnold, Fortas & Porter, Bowen Bldg., N. W., D. C.
Porter, William A., Bingham, Collins, Porter & Kistler, Tower Bldg., D. C.
Powell, Bolling R., Barr Bldg., D. C.
Powell, Garland F., WRUF Gainsville, Fla.
Price, T. Brooke, 195 Broadway, New York.
Prince, D. F., Vesey, Prince & Klineburg, 815 15th St., N. W., D. C.

Q

Quigley, Frank, 195 Broadway, New York, N. Y.
Quinlan, William A., 1317 F St., N. W., D. C.
Quinn, Frank B., Erie Bldg., Erie, Pa.
Quisenberry, John T., 195 Broadway, New York.

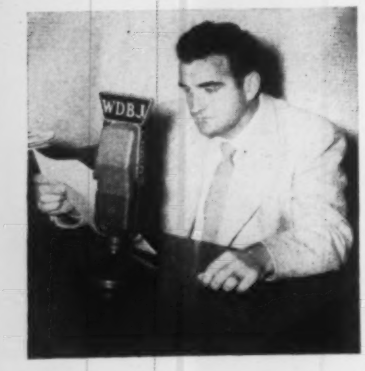
R

Ray, John H., 195 Broadway, New York.
Ream, Joseph H., CBS, 485 Madison Ave., New York.
Reams, Frazier, 303 Bell Bldg., Toledo, O.
Reilly, John F., 1507 M St., N. W., D. C.
Rennekamp, Kenneth E., Berger Bldg., Pittsburgh.
Reynolds, Charles R., 725 13th St., N. W., D. C.
Rhyne, Charles S., 730 Jackson Pl., N. W., D. C.
Rigby, Scott G., Mayer, Bannerman & Rigby, 1010 Vermont Ave., N. W., D. C.
Roberson, Frank, Spearman, Roberson & Spearman, Munsey Bldg., D. C.
Robert, Glenn D., 110 E. Main St., Madison, Wis.
Roberts, William A., Roberts & McGinnis, Transportation Bldg., D. C.
Robinson, C. Ray, Bank of America Bldg., Merced, Calif.
Rollo, Reed T., Kirkland, Fleming, Green, Martin & Ellis, National Press Bldg., D. C.
Ronon, Gerald, Real Estate Trust Bldg., Philadelphia.
Rorer, Dwight, Dow, Lohnes and Albertson, Munsey Bldg., D. C.
Rosen, Leo, Greenbaum, Wolff & Ernst, 295 Madison Ave., New York, N. Y.
Rosenbaum, Samuel R., Land Title Bldg., Philadelphia 10.
Rosenberg, Allan R., Rosenberg & Sharfman, 1822 Jefferson Pl., N. W., D. C.
Rowell, Russell, Spearman, Roberson & Spearman, Munsey Bldg., D. C.
Ruskin, Elliot E., Greenbaum, Wolff & Ernst, 295 Madison Ave., New York.
Russell, Percy H. Jr., Kirkland, Fleming, Green, Martin & Ellis, National Press Bldg., D. C.
Ryan, William, 122 W. Washington Ave., Madison, Wis.

S

Salisbury, Franklin C., Andrew W. Bennett, 820 13th St., N. W., D. C.
Sarpy, Leon, Chaffe, McCall, Bruns, Toler & Phillips, Whitney Bldg., New Orleans, La.
Schapira, Maurice, 17 Academy St., Newark, N. J.
Scharfeld, Arthur W., National Press Bldg., D. C.
Schindler, C. E., Kenyon Bldg., Louisville, Ky.
Schroeder, Arthur H., Miller & Schroeder, Munsey Bldg., D. C.
Segal, Paul M., Segal, Smith & Hennessey, 816 Connecticut Ave., D. C.
Seward, P. W., Warner Bldg., D. C.
Shannon, Charles V., Wheat, May, Shannon & St. Clair, Shoreham Bldg, D. C.
Shea, George F., Tower Bldg., D. C.
Shepherd, Joe D., Russellville, Ark.
Shuebruck, Peter, 30 Rockefeller Plaza, New York 20.
Seigfried, Cedric, 217 W. Lexington Ave., Independence, Mo.
Simmons, J. Benjamin, Ward, Simmons & Horton, Tower Bldg., D. C.
Sirica, John J., Shoreham Bldg., D. C.
Slaughter, Harrison T., Pierson & Ball, Munsey Bldg., D. C.
Smith, Andrew A., Volunteer Bldg., Atlanta, Ga.
Smith, Bernard B., 551 Fifth Ave., New York.
Smith, George S., Segal, Smith & Hennessey, 816 Connecticut Ave., D. C.
Smith, Karl A., Hogan & Hartson, Colorado Bldg., D. C.
Smith, Wm. Montgomery, Mabel Walker Willebrandt, Union Trust Bldg., D. C.
Smith, William P., Metropolitan Bank Bldg., D. C.
Snyder, Sherwood W., Union Trust Bldg., Rochester 4, N. Y.
Socolow, A. Walter, 580 Fifth Ave., New York, N. Y.
Souhami, Edmund, NBC, 30 Rockefeller Plaza, New York 20.
Southmayd, John P., Fisher, Wayland, Duvall & Southmayd, Earle Bldg., D. C.
Sovik, Laurence, University Bldg., Syracuse, N. Y.
Spearman, John C., Spearman, Roberson & Spearman, Munsey Bldg., D. C.
Spearman, Paul D. P., Spearman, Roberson & Spearman, Munsey Bldg., D. C.
Spears, Adrian A., Majestic Bldg., San Antonio, Tex.
Sprague, E. Stuart, 36 East 44th St., New York.
St. Clair, Orla, Mills Tower, San Francisco, Calif.
Steen, John W., 2519 Wilkens Ave., Baltimore, Md.
Stein, Abe L., Warner Bldg., D. C.
Stephens, E. Edward, Woodward Bldg., D. C.
Stollenwerck, Frank, National Press Bldg., D. C.

(Continued on page 484)



REWARD

Yes—a BIG reward in unusual job opportunities for trained men and women in radio! Gerald Mulherin, popular Roanoke announcer and NAOB graduate, says:

"Opportunities in radio and television are great and should get greater. Anyone seriously interested in a radio career will find the National Academy of Broadcasting helpful to the utmost degree if he is willing to apply himself".

AMERICA'S FIRST SCHOOL OF BROADCASTING SHOWS YOU HOW TO MAKE THE MOST OF YOUR TALENTS!

- **98.4% of all recent NAOB graduates now have jobs in radio!**

Our unique practical training methods, with a professional faculty and complete studio facilities, is endorsed by station managers, network performers, and leading educators. Many of our graduates hold important, highly-paid positions in radio, advertising and allied fields. A recent 19-year-old graduate is now an announcer with a metropolitan ABC station. Two young women graduates were placed as program directors. Famous network talent comes here for "brush-up" training, many professionals study by correspondence. The NAOB course is thorough, intensive, practical and economical. Use coupon for details.

NATIONAL ACADEMY of BROADCASTING, Inc.

NATIONAL ACADEMY OF BROADCASTING, INC.
3338 - Sixteenth St., N.W.,
Washington, D.C.—(Dept. BY)

Sirs: Without obligation, please send me full information on your short course in Broadcasting Techniques. I am interested in Residence Study ☐ Correspondence Study. ☐

NAME ....
STREET ....
CITY ....
ZONE........ STATE............

PROFESSIONAL AND TECHNICAL SCHOOLS FOR RADIO & TELEVISION

Name, Address, Tel.	Courses Offered	Registrar & Registration Date
Actors Company Creative Theatre Inc. * 218 S. Wabash Chicago 4, Ill. Tel.: Webster 9-7265	Television, radio & stage	Milton Galatzer Feb. 7, 1949
Hal Bagg School of Broadcasting * 1674 Broadway New York 19 Tel.: Columbus 5-5756	Announcing, acting singing	M. Norris Continuous
Beck School for Radio * 1622 Hennepin Ave. Milwaukee 3 Tel.: Main 8731	Radio announcing & associated subjects	Betty Harney Weekly
Broadcasters Network Studios* 1522 Cassil Pl. Hollywood 28 Tel.: Gladstone 2985	Staff announcing	Elaine N. Dysart Continuous
Cambridge School of Radio Broadcasting * 220 W. 42nd St. New York Tel.: Wisconsin 7-0038		George S. Carlesso Continuous
Capitol Radio Engineering Institute * 3224 16th St. N. W. Washington, D. C. Tel.: Hobart 1520	Home study and residence courses in AM, FM & TV engineering and servicing	Everett A. Corey Continuous
Central Radio & Television Schools Inc. * 17th & Wyandotte Sts. Kansas City 8, Mo. Tel.: Harrison 5856	Courses leading to 1st class FCC license in radio & television; airline station agent, flight radio operator	Phil Murray Monthly (except December)
Chicago Academy of Radio & Dramatic Arts * 1258 S. Michigan Ave. Chicago 5 Tel.: Harrison 7-5907	Radio, stage & television	Kathleen Kaye Weekly
Collins School of Speech & Dramatic Art 5154 N. Clark St. Chicago 40 Tel.: Sunnyside 4-4400	Voice, diction, microphone technique, stage technique	L. Aurelia Collins Continuous
Columbia College * 410 S. Michigan Blvd. Chicago 25 Tel.: Wabash 2-6761	Radio broadcasting, television-radio broadcast engineering, advertising, journalism	Kay Karrol 1/24/49: 6/1/49
Coyne Electrical School * 500 South Paulina St. Chicago 12 Tel.: Seeley 3-7722	Practical courses in television & radio servicing	S. C. Narland ....
The Crescent School of Radio and Television * 129 Pierrepont St., Brooklyn 383 Pearl St., N. Y. C. Tel.: Triangle 5-5888	Radio and television technician; radio telegraph communications; radio mathemetics; servicing; FCC license.	Esther Schure Continuous
DeForest's Training Inc. * 2533 N. Ashland Ave. Chicago 14 Tel.: Lincoln 9-7260	Home study and Chicago laboratory training in television, radio & electronics.	....
The Delhanty Institute, School of Radio, Electronics & Television * 105 E. 13th St. New York 3 Tel.: Grammercy 3-6900	Radio & television service and repair; telegraphy & telephony, radio technology.	Messrs. Geyer, Gorman, Wynne Twice monthly
The Don Martin School of Radio Arts * 1653 N. Cherokee Hollywood 28 Tel.: Hudson 2-3281	Script writing, radio sales, production, music appreciation, announcing & 1st class FCC license training	R. Hannaford Monthly
Emerson College * 130 Beacon St. Boston 16 Tel.: Kenmore 6-7191	Radio production, script, news, advertising, dramatics, programming, announcing for men and for women, radio station management & organization, television & radio survey.	Clara Fraser Summer session, July 6 Day school, Sept. 13-18 Night school, Sept. 20-24
Geller Theatre Workshop * 6040 Wilshire Blvd. Los Angeles 36 Tel.: York 5205	Acting, announcing, radio programming, production, music fundamentals, sound effects, station & network operation, writing.	Leo Hopkins Jan. 24, July 5, Sept. 26, 1949

* GI approved.

FEDERAL COMMUNICATIONS BAR ASSN.

(Continued from page 483)

Stout, Clair L., Dow, Lohnes and Albertson, Munsey Bldg., D. C.
Stover, C. Clark, 49 Wall St., New York 5.
Strauss, Samuel W., 300 Broadway, Camden, N. J.
Strong, George F., Shinn, Grimes, Harlan & Strong, Shoreham Bldg., D. C.
Sullivan, Francis C., 1200 Alworth Bldg., Duluth 2.
Sutton, George O., National Press Bldg., D. C.
Swezey, Robert D., 1440 Broadway, New York, N. Y.
Syring, William J. Albee Bldg., D. C.

T

Tatum, Don B., 6253 Hollywood Blvd., Los Angeles 28.
Taylor, Sutherland G., Foote & Taylor, 1028 Connecticut Ave., D. C.
Taylor, Willis H., Jr., Pennie, Edmunds, Morton & Barrows, 247 Park Ave., New York.
Tellalian, Aram H., Jr., 886 Main St., Bridgeport, Conn.
Thompson, Charles E., Baker & Thompson, 1411 Pa. Ave., N.W., D. C.
Thomson, William, George O. Sutton, National Press Bldg., D. C.
Tolman, David E., Segal, Smith & Hennessey, Woodward Bldg., D. C.
Topper, Isadore, Huntington Bank Bldg., Columbus, O.
Tucker, John H., Commercial Bldg., Shreveport, La.
Tuhy, Stephen Jr., Albee Bldg., D. C.
Tumulty, Joseph P. Jr., Tumulty & Tumulty, 1317 F St., N. W., D. C.
Turner, George B., 15 Broad St., New York.
Tyler, Varro E., 109 S. Ninth St., Nebraska City, Neb.

V

Van Allen, John W., Liberty Bank Bldg., Buffalo, N. Y.
Van Orsdel, Ralph, 725 13th St., N. W., D. C.
Vesey, Howard W., Vesey, Prince & Clineburg, 815 15th St., N. W., D. C.

W

Walker, Henry B., Old National Bank Bldg., Evansville, Ind.
Walker, Ralph L., Pierson & Ball, Ring Bldg., D. C.
Wallace, Harold E., Judge Bldg., Salt Lake City, Utah.
Walton, Frederick H. Jr., Dempsey & Koplovitz, Bowen Bldg., D. C.
Warner, Harry P., Segal, Smith & Hennessey, 816 Connecticut Ave., D. C.
Wayland, Charles V., Fisher, Wayland, Duvall & Southmayd, Warner Bldg., D. C.
Weaver, Henry B., Jr., Shea & Weaver, Tower Bldg., D. C.
Weber, Arthur W., Spitzer Bldg., Toledo, O.
Webster, Bethuel M., 15 Broad St., New York.
Weiner, Joseph L., 52 Wall St., New York 5.
Welch, Francis X., Munsey Bldg., D. C.
Welch, Vincent B., Welch, Mott & Morgan, 710 14th St., N. W., D.C.
Wender, Henry S., Woodward Bldg., D. C.
Wheat, Carl I., Wheat, May, Shannon & St. Clair, Shoreham Bldg., D. C.
Wheeler, Edward K., Wheeler & Wheeler, Southern Bldg., D. C.
Whissell, George B., Telephone Bldg., St. Louis, Mo.
Wilkinson, Glen A., Ernest L. Wilkinson, 744 Jackson Pl., D. C.
Williams, A. Rea, Investment Bldg., D. C.
Willis, John W., Fisher, Willis & Panzer, 1728 Massachusetts Ave., N. W., D. C.
Wilner, Morton H., Keane, Wilner & Bergson, 910 17th St., N. W., D. C.
Wilson, George O., Magnolia Bldg., Dallas, Tex.
Wilson, Thomas W., Dow, Lohnes & Albertson, Munsey Bldg., D. C.
Winter, Harrison L., 10 Light St., Baltimore, Md.
Wittenberg, Ralph K., Hilp Bldg., Reno, Nev.
Wozencraft, Frank W., Case & Wozencraft, Edmonds Bldg., D. C.
Wrape, James W., Sterick Bldg., Memphis, Tenn.
Wright, J. Warren, Bureau of Ships, Navy Dept., D. C.

Y

Yates, Carlyle E., RCA, 30 Rockefeller Plaza, New York 20.
Yost, Leland L., Norman Littell, 1422 F St., N. W., D. C.
Young, Verne R., Loucks, Zias, Young & Jansky, 1317 F. St., N.W., D. C.
Yourd, Kenneth L., CBS, 485 Madison Ave., New York.

Z

Zagon, Samuel S., 6263 Hollywood Blvd., Los Angeles.

The **SCHOOL** *of* **RADIO TECHNIQUE**

● NEW YORK ●
HOLLYWOOD ● CHICAGO

America's Oldest School Devoted Exclusively to Radio & Television

Comprehensive Professional Day and Evening Courses in all phases of Radio and Television Broadcasting taught by Network and TV Professionals. Moderate rates. Inquire!

Send for free Booklet B

Approved for G.I. Training

NEW YORK 20, N.Y.: RADIO CITY, R. K. O. Bldg.
CHICAGO 4, ILL.: 228 S. Wabash Avenue
HOLLYWOOD 38, CALIF.: 6926 Melrose Avenue

BROADCASTING
The Newsweekly of Radio and Television
TELECASTING

IS REQUIRED TEXT MATERIAL IN THE NATION'S LEADING SCHOOLS AND COLLEGES OFFERING COURSES IN RADIO AND TELEVISION.

SPECIAL STUDENT RATES

WRITE TO:

BROADCASTING MAGAZINE
870 National Press Bldg.
Washington 4, D. C.

Goodman Memorial Theatre, School of Drama of the Art Institute of Chicago * The Art Institute Chicago 3 Tel.: Central 6-2337	Acting, directing, radio, scene & costume design, technical practice (B.A. & M.A. degrees).	Louise Dale Spoor Sept. & Jan.
Gotham Radio Institute * 3534 Broadway New York 31 Tel.: Wadsworth 6-0902	Radio service & repair including FM & TV	J. Sherry Faust Monthly
Jo Keith School & Agency 14 W. Lake St. Chicago 1 Tel.: Dearborn, 2-0134	Singing, dramatics, dancing, announcing & microphone technique.	Jo Keith Continuous
Harrison Lewis Dramatic School 113 W. 57th St. New York 19 Tel.: Circle 6-2994	Acting & singing for all branches of show business.	.... Oct.-Jan.
Lincoln School of Radio & Television * 177 Dyckman St. New York 34 Tel.: Lorraine 9-3838	Radio mathematics, radio technician in FM & television.	J. A. Conti Every 6 weeks
The MacLean Studios * 410 South Michigan Ave. Fine Arts Bldg. Chicago 5 Tel.: Webster 9-3112	Radio and television acting, diction, speech, dialects, timing, etc.	M. Catherine Lyons Continuous
Midway Television Institute * 4826 Indiana Ave. Chicago 15	Radio & television servicing, practical radio engineering & communication, electronics.	Rosa W. Morgan Monthly
National Academy of Broadcasting Inc. * 3338 16th St. N. W. Washington 10, D. C. Tel.: Decatur 5580	Announcing, languages, drama, diction, continuity, script, production, publicity & news writing.	Mildred Sovine January, May & September
Pasadena Institute for Radio * 386 S. Los Robles Ave. Pasadena, 5, Calif. Tel.: Sycamore 2-2668	Voice, announcing, newscasting, radio writing, music programming, advertising, public relations, network procedure.	Chloe Owings Feb. 28, June 20, Oct. 24, 1949
Pierce School of Radio & Television * 13-25 Astor Pl. New York 3 Tel.: Grammercy 3-6770	Radio FM-television technician, radio communications, radio mathematics.	Mr. Silberman Every six weeks
RCA Institutes Inc. * 350 W. 4th St. New York 4 Tel.: Watkins 4-7845	Radio servicing, operating, broadcasting, design.	C. E. Thompson March, June, Sept., Dec.
Radio Institute of Chicago * 165 N. Michigan Ave. Chicago 1 Tel.: Andover 3-6767	Announcing, drama, radio writing, production, administration, television & radio engineering, music.	Howard L. Rooney Monthly
Radio Television Arts Academy * 3819 Wilshire Blvd. Los Angeles 5 Tel.: Exposition 9395	Announcing, dramatics, singing, directing, programming & writing.	Doria Balli ....
Radio Writing Institute 1233 N. Vine St. Hollywood 38 Tel.: Hillside 0413	Radio script writing Telescript writing (correspondence).	William O. Mager Continuous
The Celeste Rush Radio Preparatory System * 6119 Harold Way Hollywood 28 Tel.: Hollywood 7123	Drama motives & radio, elements of production, writing, sound effects, news.	Celeste Rush Weekly
The School of Radio Technique Inc. * RKO Bldg., Radio City New York 20 Tel.: Circle 7-0193	All phases radio & television broadcasting.	Winifred S. Van Sickle or Doris Ann Dixon Continuous
Hal Styles School of Radio & Television * 8800 Wilshire Blvd. Beverly Hills, Cal. Tel.: Bradshaw 2-1490	Announcing, drama, news, editing, control operation, continuity, script, dialects.	M. Mullins Weekly
Theatre School of Dramatics & The Childrens Theatre School Carnegie Hall, 154 W. 57th St. New York, N. Y. Tel.: Circle 5-6467	Childrens & adult classes in dramatics.	.... Jan.-April-Oct.
Twin City Television Lab., Affiliated with Beck School for Radio * Lyceum Theatre Minneapolis 3 Tel.: Lincoln 4708	Program production, creative & commercial writing, announcing, camera operation (in fully equipped TV studios).	Burkely Towle Every 13 weeks
YMCA Trade & Technical School * 229-237 W. 66th St. New York 23 Tel.: Endicott 2-8177	Radio servicing, FM & television, radio operating & radio code.	Hazel Vincent Every 5 weeks

* GI approved.

A WORD TO
The Wise
TV STATION OPERATOR

TV
PROGRAMMING
IS THE
BOTTLENECK

Why add *more* risk
To Your Capital Investment

PICK your TV Production Staff as carefully as your Sales and Engineering Personnel.

USE the free placement service of the Nation's Foremost Video Production School—TWIN CITY TELEVISION LAB.

COMPLETELY TV Camera Equipped. Ample training space (over 11,000 sq. ft.). Large studio lab (40x60 ft.). TV-experienced staff, headed by E. S. "Bill" Colling, formerly senior TV director, NBC New York, twice winner ATS awards for studio and remote programming.

TWIN CITY TELEVISION LAB
(DIVISION OF BECK STUDIOS, INC.)

LYCEUM THEATER,
Minneapolis 3, Minn.

Send for Picture-Story Folder of TCTL Activities

RADIO & TV REFERENCE BOOKS AND PUBLICATIONS—1948

Editor's Note: This selected literature on radio and television is limited to material published in 1948 or too late in 1947 for inclusion in the 1948 Yearbook. This list has been prepared especially for BROADCASTING by Agnes Law, Librarian of the CBS Reference Department.

ADVERTISING

THE ADVERTISING AND BUSINESS SIDE OF RADIO. By Ned Midgley. 1948. 363p. N. Y., Prentice-Hall. A practical textbook giving detailed information on sponsorship of programs on the major and regional networks and on spot campaigns, as well as on the management and operation of local stations. Based on a course given by the author at the N. Y. University School of Adult Education.

CHECKING RESULTS FROM RADIO ADVERTISING. By Walter L. Dennis. 1948. 8p. Washington, National Association of Broadcasters. Author is Radio and Television Director, Allied Stores Corporation. Includes information about planning and directing use of retail advertising with concrete examples. Also a sample chart to record direct results of various programs.

DEALER-COOPERATIVE RADIO ADVERTISING. Prepared by the Broadcast Advertising Department, National Association of Broadcasters. 1948. 31p. A report defining dealer-coop advertising and to assist radio salesmen.

OPERATION TRAFFIC FLOW: Half a Hundred Histories of Retail Sales and Goodwill through Radio. 1948. 123p. Washington, National Association of Broadcasters. Prize-winning program ideas for the second annual retail radio program contest for members of the National Retail Dry Goods Association. Among the examples are programs designed especially for women, children and teen-age groups as well as for those in a "general family" class. A record of how individual stores are using radio to meet specific advertising problems.

SPOT BROADCASTING LETS *YOU* DECIDE. Some profitable facts about radio's most flexible form of advertising. 1948. 26p. N. Y., National Assn. of Radio Station Representatives. 101 Park Ave. (17). Explanation and data on spot radio advertising.

DRAMA, SCRIPT ANTHOLOGIES

BEST ONE-ACT PLAYS of 1947-1948. Edited by Margaret Mayorga. 1948. 276p. N. Y., Dodd, Mead. Contains two radio scripts: *The Sunny Side of the Atom,* a CBS Documentary, by Carl Beier and Ruth Ashton; and THE MEADOW, by Ray Bradbury, presented by United World Federalists on the World Security Workshop series, American Broadcasting Company.

PLAYS FROM RADIO. Edited by A. H. Lass, Earle McGill and Donald Axelrod. 1948. 342p. Boston, Houghton Mifflin. Textbook of radio scripts for teachers of English as well as the general reader. Notes on authors, plays, production and casting as well as class discussion included. Selection based on interest, readability, craftsmanship and ease of production.

EDUCATION, CHILDREN'S PROGRAMS

FM FOR EDUCATION. By Franklin Dunham, assisted by R. G. Lowdermilk and Gertrude G. Broderick. 1948. 30p. Washington, U. S. Office of Education. (Misc. no. 7, Rev. 1948) Suggestions for planning, licensing and utilizing FM educational radio stations owned by schools, colleges and universities.

RADIO IN ELEMENTARY EDUCATION. By Roy DeVerl Willey and Helen Ann Young. 1948. 450p. Boston, Heath & Co. Radio as a factor in the child's development and as an aid to teachers in presentation of school curriculum. Detailed bibliography at the end of each chapter.

RADIO, MOTION PICTURE AND READING INTERESTS: A Study of High School Pupils. By Alice P. Sterner. 1947. 102p. N.Y., Bur. of Publications, Teachers College, Columbia University. (Contributions to Education, no. 932). A study of adolescent taste and interest measured in the relationships between radio, books, comic strips, funny books, magazines, newspapers and motion pictures. Supported by tables and inclusive bibliography.

RADIO WORKSHOP FOR CHILDREN. By Jennie Waugh Callahan. 1948. 398p. N.Y., McGraw-Hill. Methods of operating a school workshop in all phases. For college students of radio techniques as well as for teachers in elementary and junior high schools. Includes codes for children's programs.

GENERAL

THE ASCAP BIOGRAPHICAL DICTIONARY OF COMPOSERS, AUTHORS AND PUBLISHERS. Edited by Daniel I. McNamara. 1948. 483p. N.Y., Crowell. A valuable reference tool for the music librarian. Particularly useful for information on popular music composers and lyricists.

BOOKS ABOUT BROADCASTING. 1948. 16p. London, The British Broadcasting Corporation. A guide to British sources of information prepared by The Librarian of BBC.

COMMON WORDS IN RADIO, TELEVISION AND ELECTRONICS. Selected and Defined for Non-Technical People, by the RCA Victor Div. 1947. 43p. N.Y., Radio Corporation of America.

COMMUNICATIONS IN MODERN SOCIETY: Fifteen Studies of the Mass Media. Edited by Wilbur Schramm. 1948. 252p. Urbana, Ill. Univ. of Illinois press. An over-all discussion by experts of the problems facing the press, radio and motion pictures. Prepared for the University of Illinois Institute of Communications Research.

LISTENING: A Collection of Critical Articles on Radio. By Albert N. Williams. 1948. 152p. Denver, Colo. Univ. of Denver press. Selections from the author's column in the *Saturday Review of Literature.* Essays on the networks, programs, writing and acting, advertising and the place of transcriptions, radio councils and a proposed academy in the future of radio.

RADIO: A PUBLIC PRIMER. By the Federal Communications Commission. Rev. ed. 1947. 24p. Washington, U. S. Govt. print. off. A brief history and explanation by the FCC of its functions in the regulation of the many phases of radio.

RADIO BROADCASTING: A Profession. By Justin Miller. 1948. 12p. Washington, D. C. National Association of Broadcasters. An address by the President of the NAB before the 26th annual convention, Los Angeles, May 1948 in which he discussed the new Standards of Practice.

THE RADIO DAYTIME SERIAL: A Symbolic Analysis. By W. Lloyd Warner and William E. Henry. 1947. 71p. Provincetown, Mass. Journal Press. A study originally published in Genetic Psychology Monographs of a typical daytime serial as a form of folk literature.

RADIO FAMILIES—USA 1948, N.Y. Broadcast Measurement Bureau, 270 Park Ave. (17). Study made by geographic areas (states, counties, cities of 25,000 or more population in metropolitan districts, cities of 10,000 or more population outside metropolitan districts, radio station cities regardless of size and metropolitan districts.) With Canadian supplement.

THE RADIO LISTENER'S BILL OF RIGHTS: Democracy, Radio and You, by Charles A. Siepmann. 1948. 52p. N.Y., Anti-Defamation League of B'nai B'rith. A discussion of radio as a "social contract" between the FCC, the radio industry and the listening public.

RELIGIOUS RADIO: What to Do and How. By Everett C. Parker, Elinor Inman and Ross Snyder. 1948. 271p. N. Y., Harper. Authorities from three different fields of religious broadcasting discuss method, technique and philosophy for the layman, clergyman and broadcaster.

RESPONSIBILITY: A Working Manual of NBC Program Policies. 1948. 33p. N. Y., The National Broadcasting Company. Latest compilation of NBC program and advertising policies.

THE RIGHT OF RADIO TO EDITORIALIZE. Statement of Frank Stanton, President, Columbia Broadcasting System, Inc. before the Federal Communications Commission, March 1, 1948. 24p. N. Y., CBS. Testimony at the FCC Hearing to reconsider the Mayflower decision.

SMALL STATION MANAGEMENT AND THE CONTROL OF RADIOBROADCASTING: A Case Study. By Arnold Arthur Ulin. 1948 28p. Cambridge, Mass. Harvard University, Littauer Center, Radiobroadcasting Research Project (Studies in the Control of Radio, no. 6). Report on a local station operation and the problem of "control".

STANDARDS OF PRACTICE FOR AMERICAN BROADCASTERS. Effective July 1, 1948. 1948. 8p. Washington, National Association of Broadcasters. The new NAB Code adopted at the annual convention at Los Angeles, May 1948.

STAR-SPANGLED RADIO. By Edward M. Kirby and Jack W. Harris. Foreword by David Sarnoff. 1948. 277p. Chicago, Ziff-Davis. An account of the diversified role played by radio in its first major coverage of a global war. The authors were called from the industry to fill important posts in the War Department's radio branch.

TIME FOR REASON—ABOUT RADIO: From a Series of Broadcasts on CBS. By Lyman Bryson. Edited by William C. Ackerman. 1948. 127p. N. Y., George W. Stewart. A series of informal talks to inform listeners about the problems and possibilities of radio. Contents include network operation, programs and policies, other points of view as expressed by guest speakers, and broadcasting as an instrument of enlightenment.

WORLD RADIO HANDBOOK FOR LISTENERS, Including Who's Who in the World Radio, Published and edited by O. Lund Johansen. 1948. Semi-annual. Copenhagen, Det Berlingske Bogtrykkeri. Obtainable from Ben E. Wilbur, 32 Whittlesey Ave. East Orange, N. J. $1.25.

NEWS AND SPECIAL EVENTS

RADIO NEWS HANDBOOK. By Baskette Moss. 1947. 64p. Evanston, Ill. Medill School of Journalism, Northwestern University. Describes the day-by-day operation of a radio newsroom. The author is Assistant Professor of Journalism at Northwestern and formerly news editor and writer at WMAQ, Chicago.

RADIO NEWS WRITING. By William F. Brooks. 1948. 200p. N. Y., McGraw-Hill. (NBC-Col. Univ. Broadcasting Series) Author is Vice-President in Charge of News and

International Relations in NBC. A practical introduction to the technique of converting press dispatches to news on the air, including television. Appendix includes late-evening roundups and sample scripts by well-known news commentators.

RADIO NEWS WRITING AND EDITING. By Carl Warren. 1947. 439p. N. Y., Harper & Bros. A complete and practical textbook on radio news technique by an experienced reporter, college teacher and radio editor. Well illustrated. Appendix includes Radio News Glossary and a five-minute program. Written for the college student and the beginner in radio.

REGULATION, LEGAL ASPECTS

COMMUNICATIONS ACT AMENDMENTS OF 1948. Report No. 1567 to accompany S. 1333, 80th Congress. 1948. 23p. Washington, U. S. Govt. print. off. A report on the White-Wolverton Bill of June 1947.

INTERNATIONAL TELECOMMUNICATION CONVENTION. With Accompanying Instruments: Message from the President of the U. S. with annexes; a Final Protocol to the Convention, and Radio Regulations Annexed to the Convention, with Appendixes Signed at Atlantic City, Oct. 2, 1947. Read to the Senate, 80th Congress, Feb. 17, 1948. 389p. Washington, U. S. Govt. print. off. (Executive B.)

–(Also) Executive Report no. 9 to accompany Executive B, submitted by Sen. Wallace H. White, Jr. May 28, 1948. 4p.

INVESTIGATION OF FEDERAL COMMUNICATIONS COMMISSION. Hearings before the Select Committee to Investigate the FCC, House of Rep. 80th Congress. H R 691, A Resolution creating a Select Committee to Conduct a Study and Investigation of the Organization, Personnel and Activities of the FCC. Part I Aug 5, 6, 31-Sept. 1, 1948. 208p. Washington U. S. Govt. print. off. Known as the Harness Committee, Forest A. Harness, Chm. Considered the Port Huron (political broadcasts) and the Scott (atheism) decisions of the FCC.

INVESTIGATION OF THE STATE DEPARTMENT VOICE OF AMERICA BROADCASTS. 14th intermediate report of the Committee on Expenditures in the Executive Departments, U. S. Congress. (House report no. 2350) 1948. 16p. Washington, U. S. Govt. print. off. Hearings held May 28, June 1-3, 1948.

LIMIT POWER OF RADIO STATIONS. Hearings before the Committee on Interstate and Foreign Commerce, U. S. Senate 80th Congress on S.2231, A Bill to Limit AM Radio Broadcast Stations to 50,000 Watts and to Provide for Duplication of Clear Channels. April 5-19, 1948. 1597p. Washington, U. S. Govt. print. off. Known as the "Johnson Bill."

DANGEROUS WORDS: A Guide to the Law of Libel. By Philip Wittenberg. 1947. 335p. N. Y., Columbia University Press. A non-technical discussion of the laws of libel with cases cited to illustrate each point. Includes list of terms judged libelous and a table of cases.

ESSENTIALS OF LIBEL. By Paul P. Ashley. 1948. 71p. Seattle, University of Washington press. Subtitled A Handbook for Journalists, the author, a Seattle attorney, points out the dangers of libel and slander to newspapers and radio broadcasts circulating in various states. Contains a checklist of words and expressions considered libelous.

RADIO AND TELEVISION LAW. By Harry F. Warner. 1948. 1095p. Albany, N. Y., Matthew Bender & Co. "A standard reference book on the legal and regulatory structure of the radio industry."

RADIO REGULATION. Henry G. Fischer, Executive Editor. 1948. 3 vols. Washington, Pike and Fischer Vol. I. Relevant statutes, Congressional committee reports and court rules; treaties, rules and regulations of the Federal Communications Commission. Vol. II. Digest of all FCC decisions. Vol. III. FCC decisions since July 1, 1945 and of the courts since Jan. 1, 1948.

TECHNICAL ASPECTS

ANTENNA MANUAL. By Woodrow Smith. 1948. 306p. Santa Barbara, Calif. Editors and Engineers. A comprehensive compilation of antennae, transmission line and propagation data. It includes television and certain navigational aids employing the same basic techniques as radio.

FREQUENCY ANALYSIS, MODULATION AND NOISE. By Stanford Goldman. 1948. 434p. N. Y., McGraw-Hill. The Fourier series and Fourier integral analysis, theory of modulation and of random noise treated in a mathematical text by a Research Associate in Electrical Engineering at MIT.

NAB ENGINEERING HANDBOOK. Rev. ed. 1949. Washington, National Association of Broadcasters. Sections dealing with standard broadcasting, FM and television. New articles by industry engineers and NAB staff and some basic material brought up to date. Loose-leaf and thumb-indexed.

RADIO AT ULTRA-HIGH FREQUENCIES. vol. 2. 1948. 485p. Princeton, N. J. RCA Review, Laboratories div. of RCA. A single volume of technical papers originally published in the *RCA Review*, 1940-1947.

RADIO ENGINEERING. By E. K. Sandeman. 1948. 775p. N. Y., John Wiley & Sons. A new approach to the principles and techniques of radio engineering. The author, a member of the BBC Engineering Division, aimed to provide "the maximum of useful practical information with a minimum of effort on the part of the reader."

RADIO ENGINEERING. By Frederick Terman. 3rd ed. 1947. 969p. N. Y., McGraw-Hill. A standard text-book covering all phases of radio communication.

RADIO OPERATING QUESTIONS AND ANSWERS. By Arthur R. Nilson and J. L. Hornung. 9th ed. 1948. 537p. N. Y., McGraw-Hill. Includes a new addenda section especially designed to cover the supplementary elements recently released by the FCC for the radio-television license examinations for broadcast service.

TECHNIQUE OF MICROWAVE MEASUREMENTS. Edited by Carol G. Montgomery. 1947. 930p. N. Y., McGraw-Hill (MIT Radiation laboratory series no. 11) A description of techniques and apparatus in the new micro-wave field. Most of the methods are based on high frequency currents. Four parts discuss Power generation and measurement; Wavelength and frequency measurements; Measurement of impedance and standing waves; and attenuators.

VACUUM TUBE AMPLIFIERS. Edited by George E. Valley Jr. and Henry Wallman. 1948. 743p. N. Y., McGraw-Hill. (MIT Radiation laboratory series, no. 18) Design principles and construction techniques for the many types of amplifiers. Includes treatment of noise and the practical design of minimal noise amplifiers.

TECHNIQUES AND CAREERS

THE LIBRARY BROADCASTS. By Frances G. Nunmaker. 1948. 166p. N. Y., H. W. Wilson Co. Written as a guide for library public relations. Explains a broadcasting station, radio programming and writing for five-minute, fifteen-minute and spot broadcasts. Appendix includes programs from eight libraries.

MUSIC-CUEING FOR RADIO DRAMA. By George Davis. 1947. 39p. N. Y., Boosey & Hawkes. A practical treatise on the application of music to the radio script. Includes original musical illustrations by the author.

THE RADIO ANNOUNCER'S HANDBOOK. By Ben G. Henneke. 1948. 308p. N. Y., Rinehart. "Designed for the practicing radio man and for the career-minded student." Author is Director of Radio, University of Tulsa.

RADIO COMEDY: How to Write it, Including the Mathematics of Humor. By Art Henley. 1948. 4 vols. N. Y. Humor Business.

RADIO STATION MANAGEMENT. By J. Leonard Reinsch. Foreword by Justin Miller. 1948. 177p. N. Y., Harper & Bros. A primer which includes details of purchasing a radio station, filing an application with the FCC, and departmental operations. Appendices include an announcer's handbook and policies in stations managed by the author.

RECKONING WITH RADIO: A Guide to the Production and Promotion of Local Radio Programs. Revised by Nancy Faulkner. 1948. 46p. N. Y., The Association of Junior Leagues of America. The Waldorf-Astoria (22). A practical guide for radio chairmen in planning and writing programs and getting them on the air. A revision of

(Continued on page 488)

NOW! DIRECT PUBLISHER-TO-STATION SERVICE ON

Tailored

RADIO PICTURE ALBUMS

direct publisher to station service

Albums created *especially* for your station available at no cost to you . . . no cost to your listeners. We now have exclusive national sales and distribution rights for all Radio Albums produced by the Howard Company, Peoria, Illinois publishers who have, since 1938, produced almost 200 Radio picture albums distributed for stations from coast to coast.

you can have thousands of individually planned radio albums distributed

AT NO COST TO YOU

and exclusive in your city

Write or phone today . . .
exclusive rights to only one
station in each city.
Phone 4-3262

American
RADIO PUBLICATIONS, INC.
121 N. Washington St., Peoria 2, Illinois

U. S. GOVERNMENT AGENCIES DEALING WITH RADIO

(For Federal Communications Commission Listing See Page 24)

EXECUTIVE OFFICE OF THE PRESIDENT

1600 Pennsylvania Ave., N.W.
National 1414

White House Office: Assistant to the President, John R. Steelman. Special Counsel to the President, Clark M. Clifford. Secretaries to the President, Matthew J. Connelly, Charles G. Ross, William D. Hassett. Assistant to Mr. Ross, Eben A. Ayers. Administrative Assistants to the President, Donald S. Dawson. Liaison Officer for Personnel Management, David K. Niles and Charles S. Murphy.

DEPT. OF AGRICULTURE

14th St. & Independence Ave., S. W.
Republic 4142

Director of Information: Keith Himebaugh. Ass't. Director of Information in Charge of Radio and Video: Kenneth M Gapen. Associate Director in Charge of Press Relations: Robert L. Webster. Assistant Director in Charge of Publications, Motion Pictures and Exhibits: James H. McCormick.

DEPT. OF COMMERCE

14th St. & Constitution Ave., N.W.
Sterling 9200

Director of Publications: Donald R. Burgess.

Census Bureau: Director, James C. Capt. Information Director, Frank R. Wilson.

Bureau of Standards: Chief, Central Radio Propagation Lab., Dr. Newburn Smith. Chief, Frequency Utilization Research Section, Kenneth A. Norton.

General Products Div., Office of International Trade, General Products Section: Analyst, Advertising, Printing & Publishing, Kenneth R. Davis. Analyst, Still Picture Photography, George R. Donnelly. Foreign Market Analyst, Radio and TV Transmitters and Receivers, John V. McCarthy.

Office of Domestic Commerce: Production and Market Specialist in Radio and Television Receivers, James B. Forman. Marketing and Research Data, John R. Riggleman.

Civil Aeronautics Administration: Acting Chief, Aids & Hazards Section, T. H. Chapman. Assistant Administrator for Aviation Information, Ben Stern.

FEDERAL SECURITY AGENCY

FSA Bldg.

4th St. and Independence Ave., S.W.
Executive 6300

Administrator: Oscar R. Ewing.

Office of Publications and Reports: Director, Zilpha C. Franklin.
Social Security Administration.
Office of Education.
American Printing House for the Blind.
Columbia Institution for the Deaf.
Howard University.
Public Health Service.
Freedman's Hospital.
Saint Elizabeths Hospital.
Food and Drug Administration.
Office of Vocational Rehabilitation.
Bureau of Employees' Compensation.

FEDERAL TRADE COMMISSION

Pennsylvania Ave. & 6th St., N.W.
Executive 6800

Commissioners: Robert E. Freer, chairman; W. A. Ayres, Erwin L. Davis, Garland S. Ferguson, Lowell B. Mason.

Assistant to the Chairman in Charge of Public Relations: Nick M. Carey. Assistant to the Director of Public Relations, Donald R. Moore.

DEPT. OF INTERIOR

C St. Between 18th-19th St., N.W.
Republic 1820

Director of Information: Carlton Skinner. Assistant Director, William J. Dougherty. Information Specialist, J. G. Kendricks.

(Radio and Television Section Deleted July 1, 1947, for lack of funds.)

DEPT. OF JUSTICE

9th & Pennsylvania Ave., N.W.
Republic 8200

Attorney General: Tom C. Clark.

Assistant Attorney General in Charge of Anti-Trust Division: Herbert A. Bergson. Special Assistant to the Attorney General, Chief of Litigation Section, Anti-Trust Division, Holmes Baldridge.

Director of Public Information: Dean L. Schedler. Assistant Director, Leo M. Cadison.

NATIONAL LABOR RELATIONS BOARD

815 Connecticut Ave., N.W.
Sterling 7373

Members: Paul M. Herzog, chairman; John M. Houston, James J. Reynolds, Abe Murdock, J. Copeland Gray.

General Counsel: Robert N. Denham.

Director of Information: Louis G. Silverberg.

NATIONAL SECURITY RESOURCES BOARD

Old State Bldg.
17th St. & Pennsylvania Ave., N.W.
Sterling 4700

Director of Information: Charles Schwarz. Deputy Director, Frederick Hollowell.

NATIONAL MILITARY ESTABLISHMENT OFFICE OF PUBLIC INFORMATION

Pentagon Bldg.
Republic 6700

Director: Harold Hinton. Deputy Director, William Fry. Chief, News Division, Robert Bruskin.

MUNITIONS BOARD

Pentagon Bldg.
Republic 6700

Chairman: Donald F. Carpenter.

Advisor on Public Information, Floyd Brinkley.

RESEARCH AND DEVELOPMENT BOARD

Pentagon Bldg.
Republic 6700

Chairman: Dr. Karl T. Compton.

Advisor on Public Information, Lee Hargus.

OFFICE OF CIVIL DEFENSE PLANNING

Pentagon Bldg.
Republic 6700

Chairman: Aubrey H. Mellinger.

Communications Advisor, Herbert J. Schroll.

Advisor on Public Information, Osgood Roberts.

DEPT. OF THE ARMY

Pentagon Bldg.
Republic 6700

Chief of Information: Lt. Gen. Raymond F. McLain.

Chief, Public Information Division: Brig. Gen. V. E. Prichard, Deputy Chief, Col. J. H. Phillips.

Radio and Television Section: Chief, Maj. T. O. Matthews. Television and Operations Officer, Capt. Robert Cranston.

DEPT. OF THE NAVY

18th & Constitution Ave., N.W.
Republic 7400

Director of Public Information: Capt. H. E. Sears.

Public Information Division, Office of Public Relations, Radio-Television Section: Officer in Charge, Commdr. Harrison H. Holton.

MARINE CORPS

Navy Annex, Arlington, Va.
Republic 7400

Office of Public Information: Director, Brig. Gen. John T. Selden. Executive Officer, Col. O. H. Wheeler.

Radio Section: Officer in Charge, Capt. Thomas H. Greene.

DEPT. OF THE U. S. AIR FORCE

Pentagon Bldg.
Republic 6700

Air Information Division: Director of Public Relations, Steve Leo. Office of Public Information: Chief, Col. William P. Nuckols.

Radio Section: Chief, Col. H. L. Nussbaum. Deputy Chief, Capt. Robert P. Keim.

DEPT. OF STATE

21st St. & Virginia Ave., N.W.
Republic 5600

Secretary of State: Dean Acheson.

Acting Assistant Secretary of State in Charge of Public Affairs: George V. Allen.

Office of International Information: Director, Lloyd A. Lehrbas.

Assistant Secretary of State in Charge of Transportation and Communications: Garrison Norton. Transportation and Communications Section: Director, Walter Readius.

Division of International Broadcasting: Acting Chief, Charles W. Thayer. Chief Program Branch, Mucio Del Gado. Facilities Chief, George Herrick, Special Assistant in Charge Washington Office, Morton Glatzer. Director, Washington Special Events, Joseph M. Sitrick. Washington Information Officer, Mrs. Barbara Pryor.

Division of International Press and Publications: Chief, Jack Chipman McDermott. Public Affairs Overseas Program Staff: Acting Chief, Robert Berkov. Office of Educational Exchange; Director, William C. Johnstone Jr.

Office of Transportation and Communications, Telecommunications Division: Chief, Francis Colt deWolf. Associate Chief, Harvey B. Otterman. Assistants Arthur L. LaBel, Trevion Henry Ernest Nesbitt, John S. Cross, Cecil G. Harrison.

Special Assistant to the Secretary in Charge of Press Relations: Michael J. McDermott. Executive Assistant, Lincoln White. Assistant on Economic Affairs: Roger W. Tubby.

TREASURY DEPT.

U. S. Savings Bond Division
Washington Bldg.

15th St. & N. Y. Ave., N.W.
Executive 6400

National Director: Vernon L. Clark. Director of Promotion and Publicity: Louis Carow. Chief, Radio Section: N. P. Colwell.

VETERANS ADMINISTRATION

Vermont Ave. & H Sts., N. W.
Executive 4120

Administrator: Carl R. Gray Jr.

Director of Public Relations: A. W. Wollford. Assistant Director for Radio and Television Division, Charles E. Dillon.

WAR ASSETS ADMINISTRATION

17th St. and Independence Ave. N.W. (Extended)
Republic 7500

Office of Aircraft Disposal, Electronics Division: Director, H. C. Thomas.

Office of Information: Director, James Collins. Advertising Division: Director, John L. Taylor.

RADIO & TELEVISION REFERENCE BOOKS

(Continued from page 487)

RADIO, YOUR STATION AND YOU.

THE TECHNIQUE OF RADIO WRITING. By Luther Weaver. 1948. 593p. N. Y., Prentice-Hall. A practical textbook of procedures from the simplest forms to the longer programs. Sustaining and commercial types are well-illustrated with more than a hundred sample scripts. Author is instructor in radio writing at University of Minnesota and head of his own advertising agency.

WORLD WORDS: Recommended pronunciations. By W. Cabell Greet. 2d ed. rev. and enl. 1948. 608p. N. Y., Columbia University Press. A standard reference work by the CBS Speech Consultant. Revised edition has about 25,000 entries. Language descriptions in the introduction especially helpful.

YOUR CAREER IN SHOW BUSINESS. By Paul Denis. 1948. 204p. N. Y., Dutton. An experienced theatre, radio and television editor discusses the entertainment field in all aspects.

TELEVISION

THE EFFECT OF TELEVISION ON MOTION PICTURE ATTENDANCE. Reported by 415 Home Set Owners in New York City. 1948. 22p. N. Y., Foote, Cone & Belding. Study made by telephone interviews.

PRINCIPLES OF TELEVISION ENGINEERING. By Donald G. Fink. 1st ed. 12th impression. 1940. 541p. N. Y., McGraw-Hill. Revised printing of a standard textbook to conform to 525-line standard issued July 1947.

TELEVISION: A Report on the Visual Broadcasting Art. A staff study by the National Association of Broadcasters, edited by Charles A. Batson. 1948. Washington, The NAB. Part I of a contemplated three-part study in loose-leaf form to furnish members of the NAB with a wide coverage of useful information.

TELEVISION BIBLIOGRAPHY. Prepared by the General Library of the National Broadcasting Company, of which Frances Sprague is librarian. 1948. 35p. N. Y., The NBC. "A comprehensive bibliography of publications devoted to the subject of television and printed for the guidance of those who may wish to study one or many phases of television as a science and as an industry."

TELEVISION PRODUCTION PROBLEMS. By John F. Royal. 1948. 179p. N. Y., McGraw-Hill. A symposium of lectures on the major problems of television given in the NBC-Columbia University broadcasting series by a group of experts. Includes a chapter on legal problems.

TELEVISION SIMPLIFIED. By Milton S. Kiver. 2d ed. (Rev. and enl.) 1948. 453 p. N. Y., Van Nostrand. The technical aspects of modern television explained in detail for both the technician and the layman.

TELEVISION'S EFFECTS ON THE FAMILY'S ACTIVITIES. By Thomas E. Coffin. 1948. 33p.+ charts. Hempstead, L. I. Hofstra College Television Research Bureau. The first of a series of studies planned to follow the influence of television on American life.

UNDERSTANDING TELEVISION: What it is and How it Works. By Orrin E. Dunlap, Jr. 1948. 128p. N. Y., Greenberg. Well illustrated and written for the layman. Includes a glossary of television terms and a list of stations as of Sept. 15, 1948.

UTILIZATION OF ULTRA-HIGH FREQUENCIES FOR TELEVISION. A Report of the Joint-Technical Advisory Committee, (IRE-RMA) to the Federal Communications Commission on Docket 8976, Sept. 20, 1948. 149. Proceedings of the JTAC, vol. 1. N. Y., The Committee. A Study prepared under the direction of Donald G. Fink.

THE VALUE OF INTRA-STORE TELEVISION as a Sales Promotion Medium. By Hilda Jonas. 1948. 19p. Bureau of Retail Research, New York University School of Retailing, 100 Washington Sq. (10). Based on a field survey of 22 stores of the Allied Stores Corp. throughout the U. S. A concise appraisal of the sales results and consumer attitudes from televised merchandising.

DIRECTORY OF RADIO STATIONS IN COUNTRIES UNDER NARBA

BAHAMAS

City	Call Letters	Station and Operator	Frequency in Kc.	Power in Kw.	Class
Nassau	ZNS		1540	5.0	I-A

CUBA

City	Call Letters	Station and Operator	Frequency in Kc.	Power in Kw.	Class
Artemisa	CMAR		1170	0.25 DA-N	II
Artemisa	CMAD		680	0.25	II
Bayamo	CMKX	Radiodifusion Vidal (Oscar Vidal Benitez)	1390	0.25	IV
Caibarien	CMHD	Manuel Alvarez	1560	5.0	II
Camaguey	CMJA	Gaceta de Puerto Principe (Rafael Valdes Jimenez)	1060	0.25	II
Camaguey	CMJC	Cadena Camagueyana de Radio S. A.	1270	1.0	II
Camaguey	CMJE	Organizacion Insular de Radio S. A.	1230	0.25	IV
Camaguey	CMJK	La Voz de El Camagueyana	1150	0.5	III-B
Camaguey	CMJL	Cirquito CMQ (Cambo y Gabriel S. A.)	920	5.0	III-A
Camaguey	CMJN	Radio Habana Cuba (Cadena Azul S. A.)	960	1.0	III-A
Camaguey	CMJW	Andres Moran Cisneros	1440	0.25	IV
Camajuani	CMHF		1040	0.1-D	II
Cardenas	CMGE	Genaro Sabater	1470	0.25	IV
Ciego de Avila	CMJH	Luis Marauri Mendoza	1370	0.25	IV
Ciego de Avila	CMJN		1300	0.5	III-B
Ciego de Avila	CMJO	Bonifacio Ildefonso Movales	1470	0.25	IV
Cienfuegos	CMHJ	La Voz de las Villas (Romualdo Ugalde Cordero)	1350	0.25	IV
Cienfuegos	CMHU	Rafael H. Pena y Arruebo	1450	0.25	IV
Cruces	CMHK	Virgilia Villaneuva	1210	0.25-D	IV
Encrucijada	New		1090	0.1-N 0.25-D	II
Florida	CMJI	La Voz de la Trocha (Dr. Osvaldo Andres y Moran Anteaza)	1400	0.25	IV
Guantanamo	CMKA		1250	0.25	IV
Guantanamo	CMKH	Luis Coronado Estrado	1130	0.25	II
Guantanamo	CMKS	Candido Savon Suarez	900	0.25	II
Havana	CMK	Radiomisora CMK (Fausto Montiel)	1420	0.25	IV
Havana	CMQ	Cirquito CMQ S. A.	640 DA-1	25.0	II
Havana	CMW	Adolfe Gil y Miguel Troncosa	550	2.5	III-A
Havana	CMZ	Radio Emisora CMZ (Cuban Ministry of Education)	1010 DA	10.0	I-B
Havana	CMBC	Radio Progeso (Domingo Fernandez Cruz)	740 DA-1	10.0	II
Havana	CMBD	Luis Perez Garcia	1460 S-CMCQ	0.25	IV
Havana	CMBF	Radio Universal (Cia. Radio Universal S. A.)	950	5.0-D 1.0-N	III-A
Havana	CMBG	Union Radio Habana (Raul Chibas)	690 DA	15.0	II
Havana	CMBH		1560	5.0	II
Havana	CMBL	Radio Cadena Suaritos	860 DA-1	15.0	II
Havana	CMBQ	Sevilla Biltmore (Amleto Battisti)	1150	5.0-D 1.0-N	III-A
Havana	CMBS	Enrique Artalejo Fernandez	1090	0.25-D 0.1-N	II
Havana	CMBX	Radio Talleres Alverez (Vincente Espinosa)	1390	0.25	IV
Havana	CMBY	Casa de Las Medias (Pages y Cia.)	1120	0.25-D	II
Havana	CMBZ	Manuel y Guillermo Salas	830 DA-N	5.0-D 1.0-N	II
Havana	CMCB	Radio Metropolitana (Metropolitan Radio de Cuba S. A.)	1330	0.25	IV
Havana	CMCD	La Voz del Aire	1260	5.0	III-A
Havana	CMCF		910	5.0	III-A
Havana	CMOG	Union Radio Habana	1420	0.25	IV
Havana	CMCH		790	5.0-D 1.0-N	III-A
Havana	CMCJ	Rafael Rodriquez	1580 S-CMCR	0.25	II
Havana	CMCK	Cia. Editorial "El Crisol" S. A.	980	5.0	III-A
Havana	CMCM	Radio Cadena Suaritos La Imaculada	1360	0.25	IV
Havana	CMCO	Emisora "Herco-CMCO" (Enrique Lasanta y Oliver)	1230	0.25	IV
Havana	CMCQ	Cia Radiodifusion de Public S. A. (Andres Martinez)	1460 S-CMBD	0.25	IV
Havana	CMCR	La Voz Del Caribe (Juan Gonzales y Seneriz)	1580 S-CMCJ	0.25	II
Havana	CMCU	Jorge Garcia Serrs	1190	5.0	II
Havana	CMCW	Ondas Deportivas (Jose Vilarino)	1290	0.25	IV
Havana	CMCX	Radio Popular (Jose Custodio Milagro Rumbaut y Lanza)	1060 DA	10.0	II
Havana	CMCY	Radio Habana Cuba (Cadena Azul S. A.)	590 DA-1	25.0	II-A
Havana	CMOX	Cia. Electronica S. A.	1490	0.25	IV
Holguin	CMKD		970	1.0	III-A
Holguin	CMKJ	Circuito CMQ S. A.	730	5.0	II
Holguin	CMKO	Manuel Angulo Farran	1220	0.25	II
Holguin	CMKV	Cadena Azul S. A.	600	1.0	III-A
Jovellanos	CMGN		960	0.5	III-B
La Maya	CMKA		1250	0.25	IV
Manzanillo	CMKE	Cia. Radio Emisora Manzannillo S. A.	1320	0.25	IV
Manzanillo	CMKM	Raimundo Comas Dolar Merchan y P. Figueredo	560	0.25	IV
Matanzas	CMGF		1240	0.25	IV
Matanzas	CMGW	Ramon A. de Zayos	1440	1.0	III-A
Nuevitas	CMJQ	Juan Filgueiras Cabaleira	1580	0.25	II
Palma Soriano	CMKZ	Maria Dominquez Doussou	1430	0.25	IV
Pinar del Rio	CMAB	Francisco Martinez	1450	0.25	IV
Pinar del Rio	CMAN	Radio Habana Cuba (Cadena Azul S. A.)	1300	1.0	III-A
Pinar del Rio	CMAQ	Circuito CMQ S. A.	920	1.0	III
Pinar del Rio	CMAW		810	0.25	IV
Placetas	CMHP	Candido de Los Angeles, Guevara Perdomo	1250	0.25	IV
Pueblo de San Luis	CMKQ		1460	0.5	III-B
Puerto Padre	CMKY	Emisora Comercial (Pedro Zacca Cheda)	1350	0.1	IV
Sagua la Grande	CMHA	Obelardo Menocal	1280	0.25	IV
San Cristobal	CMAC	Guillermo Garcia Ovies	1030	0.25-D	II
Sancti Spiritus	CMHB	Vicente Weiss (Per.) Alberto Ruiz Sanchez (Arr.)	1410	0.25	IV
Sancti Spiritus	CMHT	Juan M. Santana	990	0.25	II
Santa Clara	CMHI	Radio Habana Cuba (Cadena Azul S. A.)	570 DA-1	15.0	II-A
Santa Clara	CMHO	Organizacion Insular de Radio	1310	1.0	III-A
Santa Clara	CMHQ	Cirquito CMQ (Goar Mestre)	630 DA-1	15.0	II
Santa Clara	CMHW		800	1.0-D 0.25-N	II
Santa Clara	CMHX	Salvador S. Almanza y Lopez	1480	0.25	IV
Santa Clara	New		680	0.5-N 1.0-D	II
Santiago de Cuba	CMKC	Drs. Nagel Navarra Raca y Raul F. Rubio Catasus	1290	1.0	III-A
Santiago de Cuba	CMKL		800	0.25	II
Santiago de Cuba	CMKN	Radio Habana Cuba (Cadena Azul S. A.)	930	1.0	III-A
Santiago de Cuba	CMKR	Jaime Nadal	1090	0.25	II
Santiago de Cuba	CMKU	Cirquito CMQ (Goar Mestre)	850	2.0	II
Santiago de Cuba	CMKW	Ricardo Miranda, Cortez y Raul S. Echevarria	1000 DA-N	1.0	II
Victoria de las Tunas	CMKG		1490	0.25	IV

NETWORKS OF CUBA

CMQ CIRCUIT: Key station—CMQ Havana.
RADIO HABANA CUBA CADENA AZUL (RHC): Key station—CMCY Havana.

DOMINICAN REPUBLIC

City	Call Letters	Station and Operator	Frequency in Kc.	Power in Kw.	Class
Ciudad Trujillo	HIN	Radiofusoras Nacionales (Partido Dominicano)	1220	0.7	II
Ciudad Trujillo	HIX	Radiofusoras Officiales (Dominican Government)	950	1.0	III-A
Ciudad Trujillo	HIL		1450	0.5	III-B
Ciudad Trujillo	HIZ	Radiodifusoras Nacional (Frank Hatton)	1350	0.2	IV
Ciudad Trujillo	HI3T		1040	10.0	I-B
Ciudad Trujillo	HI8Q	La Voz del Yuna	1470	0.025	IV
Ciudad Trujillo	HIG		930	0.25	IV
Puerto Plata			1150	0.25	IV
San Cristobal	HI2R		630	0.25	IV

HAITI

City	Call Letters	Station and Operator	Frequency in Kc.	Power in Kw.	Class
Leogane	HHK		1080	25.0 DA	II
Port-au-Prince	HHGM		1430	1.0	III-A
Port-au-Prince	HHW	C. Ricardo Widmaier Jr.	1230	0.3	IV

MEXICO

City	Call Letters	Station and Operator	Frequency in Kc.	Power in Kw.	Class
Acambaro	XEGW	Jose Martinez Raminez	1270	0.25	IV
Acapulco	XEKJ	Refugio Acosta de Valdiviesco (Plaza Alvarez)	1400	0.25	IV
Acapulco	New		1600	0.5	III-B
Acapulco	New		1340	0.25	IV
Agua Prieta	New		1310	1.0	III
Agua Prieta	New		1490	0.25	IV
Aguascalientes	XEBI	Radio Central (Pedro C. Rivas)	1360	1.0-D 0.25-N	IV
Aguascalientes	New		1560	0.25	II
Aguascalientes	New		1170	0.5-D	II
Aguascalientes	XERO	Radio Hidretermopolitana	1490	0.25	IV
Apatzingan	New		1340	0.1	IV
Campecho	XEA	El Echo de las Muralies (Luis A. Maury)	1370	1.0	III-B
Cananea	XEFQ	Pedro L. Diaz	980	0.5	III-B
Cases Grandes	XETX		1400	0.25	IV
Celaya	XENC	El Heraldo del Bajio S. de R. L.	1540	0.25	II
Celaya	XERP		1190	50.0 DA-N	I-B
Chihuahua	XEBU	Enriqueta G. de Uranga	1240	0.25	IV
Chihuahua	XEBW	Radio Emisora del Norte	1280	1.0-D 0.6-N	III-B
Chihuahua	XEFI	El Pregonero del Estado de Chihuahua (Ramiro G. Uranga)	1440	1.0	III-B
Chihuahua	XEM	El Heraldo del Norte (Pedro Meneses Jr.)	1390	0.5	III-B
Chihuahua	XERA		1490	0.25	IV
Chihuahua	New		580	1.0-D 0.25-N	IV
Ciudad Camargo	XEOH		1270	0.15	IV
Ciudad Chetumal	XEQZ		1240	0.25	IV
Ciudad Delicias	XEJK		1340	0.25	IV
Ciudad Guzman	New		1430	0.25	IV
Ciudad Juarez	New		1460	0.1	III-B

(Continued)

MEXICO (Continued)

City	Call Letters	Station and Operator	Frequency in Kc.	Power in Kw.	Class
Ciudad Juarez	XEF	Jose Carlos Amaza	1420	0.25	IV
Ciudad Juarez	XEFV	Dario Cordoba	1240	0.25	IV
Ciudad Juarez	XEJ	La Voz de la Frontera (Pedro Meneses Jr.)	970	5.0	III-A
Ciudad Juarez	XELO	Cia. Radiodifusion de Piedras Negras	800	150.0	I-A
Ciudad Juarez	XEP	La Voz Panamericana (Esteban Parra)	1300	0.5	III-B
Ciudad Juarez	XEWG	Carlos Mendez	1490	0.25	IV
Ciudad Monte	New		1450	0.15	IV
Ciudad Obregon	XEAP	La Voz del Valle del Yaqui (Emilio Manzanilla)	1290	0.1	IV
Ciudad Obregon	XEOX		1430	1.0	III-B
Ciudad Valles	XETR	Thomas Olivia Bannelos	1490	0.125	IV
Ciudad Victoria	XEBJ	La Voz de Tamarelipas (Fernando Elizalde Ramos)	1340	0.25	IV
Ciudad Victoria	New		1450	0.1	IV
Coatzacolcos	XEOM		1340	0.25	IV
Colima	XERL	J. Roberto Levy	1280	0.25	IV
Cordoba	XEAG	Diodoro Zuniga	1280	0.5	III-B
Cuantla	New		1400	0.1	IV
Cuernavaca	XEJC	La Voz del Sur (Edwardo Jimenez de la Cuesta)	1420	0.25	IV
Cuernavaca	XEY	Radio Gugambillia de Cuernavaca (Juan Gutierrez Jr.)	980	0.15	IV
Culiacan	XEBL	La Vos del Noroesto (Max Gomey Blanco)	1260	1.0-D 0.5-N	III-B
Culiacan	XECQ		1300	1.0-D 0.5-N	III-B
Culiacan	XESA	La Voz de Sinaloa (Pablos y Elizalde, S. de R. L.)	1360	0.5	III-B
Culiacan	XEGF		1450	0.25	IV
Durango	XEDU	Carlos C. Armas	1400	0.15	IV
Durango	XEE	La Voz de Durango (Jose G. Venenzuela)	1280	0.25	IV
Durango	New		1340	0.25	IV
Empalme	New		1240	0.5-D 0.25-N	IV
Ensenada	XEPF		1400	0.2	IV
Fresnillo	XEMA	Jose Miguel Acevedo Mova	1340	0.5-D	IV
Gomez Palacio	XEFK		1450	0.5-D 0.25-N	IV
Gomez Palacio	XEMG		1310	0.25	IV
Gomez Palacio	XERS		1400	0.25	IV
Guadalajara	XEAD	Radio Economico (Alejandro A. Diaz)	1150	0.125	IV
Guadalajara	XEAV	Radio Guadalajara (Alfredo Vasquez)	580	1.0	III-B
Guadalajara	XEBA		840	0.25-D	II
Guadalajara	XEDG		1370	0.5	III-B
Guadalajara	XEDK	Radio Sonido de Occidento (Salvador Vazquez Tello)	1250	0.5	III-B
Guadalajara	XEHK	Francisco E. Fregoso	960	0.25	IV
Guadalajara	XERP		1190	50.0 DA-N	I-B
Guadalajara	XEHL	Radio Annunciadora Kist, S. de R. L.	1010	10.0-LS 5.0-N	II
Guadalajara	XEJB	Gobierno del Estado de Jalisco	630	0.5	III-B
Guadalajara	XEJE	Guillermo Johnston	1310	0.25	IV
Guadalajara	XELT	Jose Tostado Lomeli	920	0.25	III-B
Guadalajara	XELW	Radio Occidental (Salvador Galindo de la Torre)	1340	0.25	IV
Guanajuato	XEJT		570	0.1	IV
Guanajuato	XEWZ		610	0.25-D	IV
Guaymas	XEDR	El Vocero de Guaymas	1490	0.5-D 0.25-N	IV
Hermosillo	XEBH	El Heraldo de Sonova (Carlos Balderrana)	920	5.0-D 1.0-N	III-B
Hermosillo	XEDL	Eufemia Esquer de Vidal	1250	0.5	III-B
Hermosillo	XEHQ	Radio Hermosille, S. de R. L.	590	0.5	III-B
Hermosillo	XEOP		960	0.5	III-B
Hermosillo	XEQN		1540	5.0	II
Hermosillo	New		1580	50.0	II
Hidalgo del Parral	XEAT	Sucs. Jorge Perez	1250	0.25	IV
Hidalgo del Parral	XEJR	XEW Network (Anastoasio Gomez Gallardo)	1490	0.1	IV
Hidalgo del Parral	XEJS		1150	0.5	III-B
Huatabampo	XEHX		1450	0.25	IV
Huamantla	New		1520	0.25-D	II
Iguala	XEKF		1450	0.25	IV
Irapuato	XEBO	La Voz del Centro de la Republica (Alfonso Martinez)	1330	0.5	III-B
Irapuato	XEWE	Felipe Gallardo	1420	0.1	IV
Irapuato	New		1520	0.25-D	II
Jalapa	XEFA		1340	0.25	IV
Jalapa	XEJA	La Voz de las Atenas Veracrujana (Daniel Schacht Perez)	1400	0.25	IV
Jalapa	XEJW	Mariano Caraza	1270	0.25	IV
Jalapa	XEKL	Carlos Ferraez Matos	550	1.0-D 0.25-N	IV
Jalapa	XEXB		580	0.35	III-B
La Barca	New		1090	0.25-D	II
La Paz	XEPX		550	0.25	IV
La Piedad	XELC		1600	1.0	III-A
Leon	XEFM	La Voz del Comercio (Sucs. R. Ortiz Gonzalez)	1270	0.1	IV
Leon	XELG	Radio Impulsora del Centro S. A.	680	5.0 DA-N	II
Leon	XERW	Rafael C. Navarro	1390	0.25	IV
Leon	XERZ	XEW Network (Rafael C. Navarro)	1240	0.25	IV
Linares	XER	Radio Linares S. A.	1260	0.25	IV
Los Mochis	XECF	Le Voz del Valle del Fuerte (Francisco Perez H.)	1410	1.0-D 0.5-N	III-B
Magdalena	XEDJ	XEW Network (Enrique Sorolegui)	1450	0.1	IV
Magdalena	XESY		1320	0.2	IV
Matamoros	XEAM	XEW Network (Manuel L. Salinas)	1400	0.25	IV
Matamoros	XEO		970	1.0	III-B
Matamoros	XEXP		1450	0.1	IV
Matamoros	New		1340	0.25	IV
Mazatlan	XEDS	El Heraldo de Sinoloa (Alejandro A. Schober)	1420	0.5	III-B
Mazatlan	XETK	Radio Emisora Occidental S. de R. L.	1390	0.5	III-B
Mazatlan	XERJ		1320	0.5	III-B
Merida	XEFC	La Voz de Yucatan desde Merida (Rafael Rivas Franco)	1330	0.5	III-B
Merida	XEME	XEW Network (Perfecto Villamil Cicero)	1270	0.5	III-B
Merida	XEMQ	Lazaro Achurra Suarez	1240	0.25	IV
Merida	XEZ	La Voz de la Peninsula (Jorge L. Palomeque)	600	2.0	III-A
Merida	XEQW		1450	0.25	IV
Mexicali	New		940	0.25-D	II
Mexicali	XEAA	La Voz de los Valles (Consuelo T. Eguia)	1340	0.25	IV
Mexicali	XEAO	Juan C. Chavez	910	0.25	IV
Mexicali	XECL	Alfonso A. Lacarra	990	5.0	II
Mexicali	XED		1050	5.0-D 1.0-N DA	II
Mexico City	XEB	El Buen Tono, S. A.	1220	100.0	I-A
Mexico City	XEK	Arturo Martinez	970	1.0-D 0.5-N	III-B
Mexico City	XEL	Fidel Hernandez Calderon	1260	5.0-D	III-B
Mexico City	XEN	Radio Mundial	690	5.0	II
Mexico City	XEQ	Radio Panamericana	940	150.0-D 50.0-N	I-B
Mexico City	XEW	Cadena Rediodifusora Mexicana	900	250.0	I-A
Mexico City	XEX		730	500.0	I-A
Mexico City	XEAI	Carmen Gutierrez	1320	0.5	III-B
Mexico City	XEBS	Hispano Mexicano	1410	1.0	III-B
Mexico City	XEBZ	El Vocero Mexicano	660	0.5 DA-N	II
Mexico City	XEDA		1290	1.0	III-A
Mexico City	XEDP		1060	50.0 DA-N	I-B
Mexico City	XEFO	Cadena Radio Nacional	1110	20.0	II
Mexico City	XEJP	Vocero de los Productos Dandy (Delia Cubielas de Fernandez)	1150	1.0-LS 0.6-N	III-B
Mexico City	XELA	Radio Metropolitana	830	1.0 DA-N	II
Mexico City	XELZ	La Voz de la Industria Nacional (Marie Cardora de Zetina)	1440	5.0-D 1.0-N	III-A
Mexico City	XEMC	Delores G. Estrada de Ferreiro	1590	5.0	III-A
Mexico City	XEML	Robert Valezzi Esparza	1550	20.0	I-B
Mexico City	XEMX	Guillermo Robles	1380	1.0	III-B
Mexico City	XENK	Gral. Brig. Ferrando Prool Pardo	620	5.0	III-A
Mexico City	XEOF		560	1.0	III-B
Mexico City	XEOY	Fomento de Radio, S. A.	1000	50.0	I-B
Mexico City	XEPH	Padro Riestra Diaz	590	5.0	III-A
Mexico City	XEQK	Guillermo Morales B.	1350	1.0	III-A
Mexico City	XEQR	Corporacion Mexicana de Radio, S. A.	1030	1.0 DA-N	II
Mexico City	XERC	Radio Difusora Commercial (Radio Popular de Mex., S. A.)	790	1.0	III-A
Mexico City	XERH	Sal de Uvas Picot (Arse S. A.)	1500	5.0-D 0.5-N	II
Mexico City	XESM	Salvador San Martin	1470	5.0	III-A
Mexico City	XEUN		860	5.0	II
Mezatlan	XERJ		1320	0.5	III-B
Minatitlan	XEDW		1260	0.25	IV
Monclova	XEMF		1260	0.25	IV
Monclova	XEKN		1390	0.5	III-B
Monterrey	New		1560	0.5-D	II
Monterrey	XEOK		950	0.5-D	III
Monterrey	XEAR	Radio Tiempo, S. de R. L.	1450	0.25	IV
Monterrey	XEAW	Jesus D. Gonzales	1280	1.0-D 0.5-N	III-B
Monterrey	XEFB	La Voz del Norte de Mexico (Emisoras Incorporadas de Monterrey)	630	5.0-D 0.5-N	III-B
Monterrey	XEG	La Voz de Norteamerica, S. A.	1050	150.0	I-A
Monterrey	XEH	Radio Tarnava	1420	1.0	III-A
Monterrey	XEMR	Henrique Serna Martinez	1370	0.5	III-B
Monterrey	XET	El Pregonero del Norte, S. A.	990	5.0	II
Montemorelos	XEMS		1310	0.25-D	IV
Morelia	XEI	Tiburecio Ponce	1400	0.25	IV
Morelia	XELQ	Radio Commercial Michoacana (Francisco Lario Iturbido)	570	1.0-D 0.25-N	IV
Morelia	XESF	Jose Martinez Ramirez	1300	0.5	III-B
Naco	XETM	El Herald de la Frontera (Jesus Manuel Franco)	1350	1.0	III-B
Navojoa	XEAJ	El Pregonera de Mayo (Emilio Manzanilla)	1400	0.1	IV
Navojoa	XEGL	XEW Network (Fausto M. Gomez)	1270	0.5	III-B
Nogales	New		1010	0.25	II
Nogales	XEHF	XEW Network (Gaster Mascarenas)	1370	5.0	III-A
Nogales	XENS		1590	5.0	III-A
Nueva Laredo	XEAS		1410	0.25	IV
Nueva Laredo	XEBK	M. M. Cortes	1340	0.1	IV
Nueva Laredo	XEDF	Ruperto Villarreal	790	1.0-D 0.5-N	III-B
Nueva Laredo	XEFE	La Voz de la Frontera (Rafael T. Carranza)	960	1.0	III-A
Nueva Laredo	XENT	Cia. Industrial Universal, S. A.	1140	50.0 DA-N	I-B
Nueva Rosita	XERN		1430	0.1	IV
Nueva Rosita	XELF		1380	0.25	IV
Oaxaca	New		1240	0.25	IV
Oaxaca	XEAX	XEW Network (Alvaro Rodriguez A.)	1270	0.5	III-B
Orizaba	XEPP	La Voz de Orizaba (Radio Impulsora Orizabena)	1450	0.25	IV
Orizaba	XETQ	Mensajare del Progreso Orizabena (Francisco Campos H.)	1370	0.25	IV
Orizaba	XETZ	Ricardo Vazquez	1480	5.0	III-A
Pachuca	XEPK	Radio Publicidad de Pachuca S. A.	1180	5.0-D 0.25-N	II
Piedras Negras	XEMJ	Jesus F. Elizalde	920	0.5-D 0.25-N	IV
Piedras Negras	XEMU	Alfonso L. Bres Piedras Negras, S. A.	580	5.0-D 0.25-N	III-B

(Continued on page 492)

MEXICO

THE NEW SALES FRONTIER IS *SOUTH*

MEXICO . . . *4th Largest U. S. World Market*

MEXICO is a *mighty* good neighbor in dollar-volume purchases of U. S. goods: 5 times more in 1946 than in 1940, totalling nearly a half billion dollars. Mexico, 4th largest market in U. S. world trade, is a new world of trade for advertisers like Bayer, Canada Dry, Colgate, Parker, Sidney Ross, GE, Coca Cola and scores more. They sell Mexico's 22 million consumers through Latin America's most important network—the 116 stations of Radio Programas de Mexico. RPM covers *all* the Mexican (Central and South American) market. Its 50,000 watters pour into centers of population; its 250 watters conserve power (and your budget) where buying centers are smaller.

Here is a market equal in population to Ohio and New York combined. But, unlike the U. S., where channels of distribution are filling, Mexican demand is never-ending. Competition is almost unknown. Investigate your opportunity for mass distribution in this virtually untapped mass market. *YOUR* new sales frontier is South . . . through the 116 stations of RPM.

KNOWLEDGE

of the people and their buying habits.

EXPERIENCE

with successful campaigns of U. S.'s most successful sponsors.

FACILITIES

to reach all Mexico's 22 million consumers and more . . . economically.

RADIO PROGRAMAS DE MEXICO

Largest Latin American Broadcasting System

The New Sales Frontier is South

P. O. Box 1324, Mexico, D. F. • Emilio Azcarraga, Pres. • Clemente Serna Martinez, V. Pres. & Gen. Mgr.

MEXICO (Continued)

City	Call Letters	Station and Operator	Frequency in Kc.	Power in Kw.	Class
Progreso	New		1400	0.25	IV
Puebla	XECD	Ricardo Vazquez A. Costa	1170	0.35	II
Puebla	XEHR	Heraldo Angelopeditano (Manuel R. Canale)	1090	0.25	II
Queretaro	XEJX	Radiomisora Queretaro	1450	0.25	IV
Reynosa	XERT		590	5.0-D 0.25-N	IV
Rosarito	XERB		1090	50.0 DA-N	I-B
Sabinas	XEBX		610	0.5	III-B
Sahuayo	XEGC		1450	0.1	IV
Salamanca	XERX		1560	0.5-D	II
Saltillo	XEDE	Blas Narro Dunn	1400	0.25	IV
Saltillo	XEKS	Elfrain Lopez	1330	0.1	IV
Saltillo	XEPO		1400	0.1	IV
Saltillo	XESJ	La Llamada de la Cultura (Froilan Mier Narro)	1250	1.0-D 0.25-N	III-B
Saltillo	XEXU	Rafael Caranza	1490	0.1	IV
Saltillo	New		920	0.25	IV
San Andres Tuxtla	New		1400	0.25	IV
San Luis Potosi	XEBM	Banjamin Briones	920	1.0	III-B
San Luis Potosi	XECZ	La Voz de la Mesa Central (Zeferino Z. Jimenez)	1430	1.0	III-A
San Luis Potosi	XESL	Josefina Delegado	1340	0.1	IV
San Luis Potosi	XEXQ		1460	0.25	IV
San Luis Rio Colorado	XEIY	Lucinda Arenaxde de Maza Millan	1450	0.25	IV
San Miguel Allende	XESQ		1280	0.1	IV
San Pedro Tlaquepaque	XESP		1400	0.25	IV
Santa Ana	New		1240	0.25	IV
Santa Barbara	XESB		1400	0.15	IV
Santa Rosalia	New		560	0.1	IV
Santa Rosalia	New		1320	0.5	III-B
Tala	New		550	0.15	IV
Tampico	XECA	El Vocero de Tampico (Nicolas M. Picot)	980	1.0	III-B
Tampico	XEFW	La Voz de Tampico	810	50.0 DA-N	II
Tampico	XES	The Voice of Mexico From Tampico (Difusora Portena S. de R. L.)	1240	0.25	IV
Tampico	XETO	Radio Tiempo S. de R. L. de C. V.	1400	0.25	IV
Tampico	XETU	Impulsora Moderna del Radio, S. A.	1460	1.0	III-A
Tapachula	XETS	Wadley Dominguez Correa	630	0.5-D 0.25-N	IV
Tecate	New		1590	1.0-D	III
Tecate	New		560	0.25	IV
Tehuacan	XEWJ		1420	0.25	IV
Tehuacan	New		1520	0.25	II
Tepic	XERK	El Echo del Pacifico desde Tepic, Nayarit (Dario Mondragon)	1380	0.5	III-B
Tepic	XEXT	Gobierno del Estado de Nayarit	980	1.0	III-A
Tijuana	XEAC	Jorge I. Rivera	690	5.0	II
Tijuana	XEAU	Radio Panamericana (Manuel Acuna Varela)	1470	5.0	III-A
Tijuana	XEAZ		1270	0.5-N	III-B
Tijuana	XEBG	Roberta Salazan	1550	1.0	II
Tijuana	XEC	Luis E. Enicisco	1310	0.25	IV
Tijuana	XEGM	Gustavo Faist Fernanndez	950	2.5 DA-N	III-A
Tijuana	XEMO	Fernando Frederico Ferreira	860	5.0	II
Tijuana	XEXX	Cia. Radio Mexicana	1420	2.0	III-A
Tijuana	New		1010	1.0-D	II
Toluca	XECH	Rodolfo Liamas	1490	0.25	IV
Torreon	XEBP	La Voz de la Laguna (Alejandro O. Stevenson Jr.)	1260	1.0-D 0.25-N	IV
Torreon	XEDN		600	1.0	III-B
Torreon	XEOB		1490	0.1	IV
Torreon	XETB	El Heraldo de Torreon	1350	5.0-D 0.5-N	III-B
Tuxpan	XETL	La Voz de la Hauxticas (Calixto Almazan)	1390	1.0	III-B
Tuxtla Gutierrez	XEON		1360	0.5	III-B
Uruapan	XEUF	Ignacio Navarro	610	0.5	III-B
Veracruz	XEHV	Radiodifusora Veracruzana (Juan A. Palavincini)	1310	1.0	III-A
Veracruz	XELL	Delorez G. Estrada de Ferriero	1430	0.25	IV
Veracruz	XELR		610	0.1	IV
Veracruz	XETF	La Voz de Veracruz (Jose Rodriguez Lopez)	1250	0.5	III-B
Veracruz	XEU	Fernando Pazos Sosa	960	0.5	III-B
Veracruz	New		1490	0.1	IV
Villa Acuna	XEAB		1600	5.0	III-A
Villa Acuna	XEDH	Vicente Hernandez	1340	0.25	IV
Villa Acuna	XERF		1570	150.0	I-A
Villa Acuna	New		570	0.5-D	II
Villahermosa	XEVV	Ernesto E. Trujillo Gurrio	970	0.5	III-B
Zacatecas	XELK	Jose Macias Guerrero y Acevedo	1280	0.25	IV
Zacatecas	New		1450	0.25	IV
Zamora	XEZM		650	1.0-D	II
Zamora	XEGT	Radio Zamora	1490	0.25	IV
Zamora	New		1270	0.25	IV

NETWORKS OF MEXICO

XEW NETWORK: 80 affiliates. Key station—XEW Mexico City.

RADIO MIL NETWORK: 13 affiliates. Key station—XEOY Mexico City.

XEB NETWORK: 12 affiliates. Key station—XEB Mexico City.

XEQ NETWORK: 35 affiliates. Key station XEQ Mexico City.

RADIO PROGRAMAS DE MEXICO: 24 affiliates.

TRADE ORGANIZATION

Camara Nacional de la Industria Radiodifusion, Paseo de la Reforma No. 35, D pacho 1, Mexico City.

LABOR GROUPS

Sindicato de Anunciadores y Empleados de Radiodifusoras.

Sindicato de Filarmonicos y Artistas de Radio.

NEWFOUNDLAND

Broadcasting Corp. of Newfoundland

Corner Brook	VOWN	790	1.0	III-A
Fort Pepperrell	VOUS	1480	0.5	III-B
Gander	VORG	1450	0.25	IV
Grand Falls	New	1350	1.0	III-A
Harmon Field	VOHF	1490	0.05	IV
St. Johns	VOAR	1230	0.1 (5 hrs. wkly.)	IV
St. Johns	VOCM	1000	0.25	II
St. Johns	VONF	640	12.0	I-B
St. Johns	VOWR	700	0.5 (4 hrs. Sun. only)	II

LABRADOR

Goose Bay	VOUG	1340	0.25	IV

RADIO STATIONS OF THE REPUBLIC OF THE PHILIPPINES

MANILA

KZRH—10,000 watts, 750 kc, Manila Broadcasting Co., Insular Life Building; NBC; Bertrand H. Silen, President; William J. Dunn, Executive Vice President; Wesley H. Wallace, General Manager; NBC Spot Sales; NBC Thesaurus, World, Lang-Worth, Capitol; U.P.

KZMB—1,000 watts, 950 kc; Manila Broadcasting Co., Insular Life Building; Bertrand H. Silen, President; William J. Dunn, Executive Vice President; Wesley H. Wallace, General Manager; NBC Thesaurus, World, Capitol, Lang-Worth; United Press.

KZPI—10,000 watts, 800 kc; Philippine Broadcasting Co., Roces Building; MI ABC; Bill Conine, General Manager; World, MacGregor, Standard; Associat A.P., INS.

KZOK—1,000 watts, 1,000 kc; Philippine Broadcasting Co., Roces Building; AI MBS, Bill Conine, General Manager.

CEBU CITY

KZBU—1,000 watts, 1250 kc. Philippine Broadcasting Corp. Cebu, Standard; INS, Reuters.

KZRC—1,000 watts, 650 kc; Cebu Broadcasting Company, Insular Life Bidg.; B trand H. Silen, President; Wesley H. Wallace, General Manager; NBC Spot, Capi Lang-Worth, World, Thesaurus.

KMBC KFRM
HEART BEATS
from the Heart of America

KFRM Wins Heart of America Listeners

KFRM CELEBRATES FIRST BIRTHDAY!

Nearly one hundred staff members enjoyed KFRM's first birthday cake at a company breakfast December 7th, and inaugurated a giant KFRM Anniversary audience-participation contest.

More than $15,000.00 in gifts and prizes were offered by KFRM with thousands of listener responses literally deluging the KMBC-KFRM audience mail room. A similar promotion contest in July-August, 1948, was highly successful as the map below indicates.

Programmed by KMBC, KFRM broadcasts from its transmitter 170 air miles northwest of Kansas City, with a directional antenna which radiates the equivalent of 12,500 watts southwest.

The KMBC-KFRM Team was conceived by Arthur B. Church, president and founder, in his efforts to provide complete coverage of Kansas City's vast primary trade area by one broadcaster—from Kansas City, the trade capital.

This area, defined by Dr. W. D. Bryant, now research director of the Tenth Federal Reserve District, includes western Missouri, all of Kansas, small portions of northwest Arkansas and northern Oklahoma. KFRM's primary coverage extends south and west, well beyond the area defined by Dr. Bryant, into Oklahoma, northwest Texas, northeast New Mexico, eastern Colorado, and southwest Nebraska.

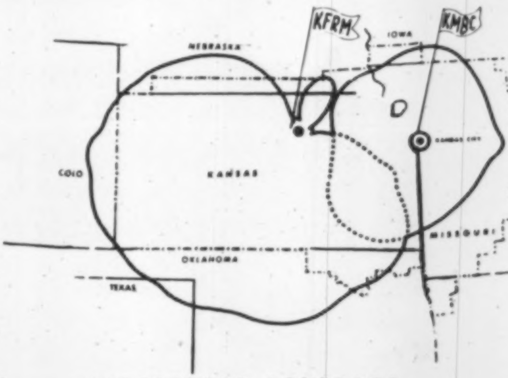
THREE FARMCASTERS ON KMBC-KFRM DAILY

Phil Evans, nationally famous farm expert, directs KMBC-KFRM Farm Information programs and supervises the operation of the KMBC-KFRM Service farms.

Phil broadcasts daily, in addition to his morning "Farm Counselor" and noon "Feed-Lot Chats", up-to-the-minute grain, poultry and produce quotations, direct from the KMBC-KFRM Service farms near Stanley, Kansas.

Ken Parsons, assistant farm director, is a skilled agronomist and practical farmer. His daily programs on developmental features on soils, crops, insecticides and herbicides have won him a quick top rating among Heart of America farm listeners.

Third member of the trio is Bob Riley, who broadcasts five daily marketcasts direct from the Kansas City Livestock Exchange Building. Bob also conducts "The Man From the Stockyards" in which he daily interviews stockmen from all over the vast area which ships to Kansas City.



WIDESPREAD COVERAGE...
Shaded map shows mail response in KFRM's summer contest, together with KMBC-KFRM contours.

KMBC-KFRM Team Ranks First Daytime Among All Broadcasters In Kansas City Primary Trade Area

The KMBC-KFRM Team achieved outstanding success in its first year of operations. After less than ten months of KFRM operation during which KFRM attained top ranking in the area it serves, The Team ranks first by a very wide margin among all broadcasters in the Kansas City Primary Trade Area, according to Conlan and Associates, radio survey company.

The Conlan Survey, published in three books, is believed to be the largest coincidental survey of its kind ever conducted. More than 100,000 calls were made during a one-week period in the Kansas City Primary Trade Area. This Area Study, extending west from Central Missouri to Colorado and including counties in Nebraska and Oklahoma, covers 8 a.m. to 6:30 p.m. throughout one week ending in early October 1948. The survey is essentially rural in character as it excludes the larger cities — Kansas City (Missouri and Kansas), St. Joseph, Topeka, Salina, Hutchinson and Wichita, and was limited to daytime as KFRM went on the air as a daytime station.

KMBC Ranks First

The KMBC Area Survey includes 61 counties with a population of 1,183,544 (the larger cities named excluded), all within KMBC's half-millivolt daytime contour. In this area study, the average radius of which exceeded 100 miles from Kansas City, KMBC ranked first, topping its nearest competitor 25%.

KFRM Ranks First

The KFRM Area Survey includes 73 Kansas, 5 Oklahoma, and 4 Nebraska counties with a population of 1,011,750 (again, cities named excluded); all within KFRM's half-millivolt contour. In this area study KFRM topped its nearest competitor 20%.

Arthur B. Church, president and founder of The KMBC-KFRM Team, in commenting on the remarkable success story, gives major credit for KFRM's unprecedented audience building record to his program people. Mr. Church insists that the KMBC-KFRM staff, numbering over 130 as this is written, is the greatest and best any U.S. broadcaster can boast.

KFRM FARM PROGRAM EXPERTS RANK FIRST

According to surveys made at the 1948 Kansas State Fair at Hutchinson, Kansas, and at the 1948 American Royal in Kansas City, KFRM's broadcasts of Phil Evans, Bob Riley and Ken Parsons, are preferred to any other station's farm personalities throughout the primary coverage area of KFRM.

This survey was also made by Conlan and Associates, but unlike the area surveys which involved over 100,000 telephone calls—the "coincidental" method, the State Fair and American Royal surveys were of the "recall" or personal interview type; 812 persons from farms or towns under 2500 from 96 counties in the KFRM area (82 in Kansas) were interviewed at the Kansas Fair and American Royal.

Anyone wanting complete data on any KMBC-KFRM surveys may write or call KMBC-KFRM or any Free & Peters office.

The KMBC - KFRM *Team Provides*

Arthur B. Church, president and founder of KMBC-KFRM, is one of America's pioneer broadcasters. For more than a quarter of a century, he has been a leading champion of radio's responsibility to rural listeners.

On December 7, 1947, Mr. Church realized a life-long ambition, when Radio Station KFRM took to the airwaves. On that date a new radio term was coined for the Heart of America—"The KMBC-KFRM Team". Since the advent of The Team, those living in Kansas City's huge primary trade area have been receiving—for the first time—strong, clear broadcast service from their trade capital.

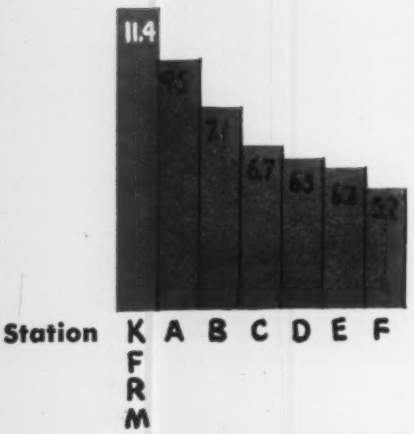
KFRM has made spectacular strides forward in audience building perhaps unparalleled in radio history. Comprehensive surveys made near the end of KFRM's first year of operation have proved conclusively that Mr. Church was correct in his vision. KMBC program know-how has enabled KFRM to assume top leadership in the great area it serves!

Conlan and Associates, in the fall of 1948, made the first Area Study of the Kansas City Primary Trade Area. It is believed to be the *largest* coincidental survey of its kind ever conducted. The factual data from this survey of over 100,000 calls is published in three books—The KMBC-KFRM Team Area Study (Kansas City Primary Trade Area), The KMBC Area Study, and The KFRM Area Study.

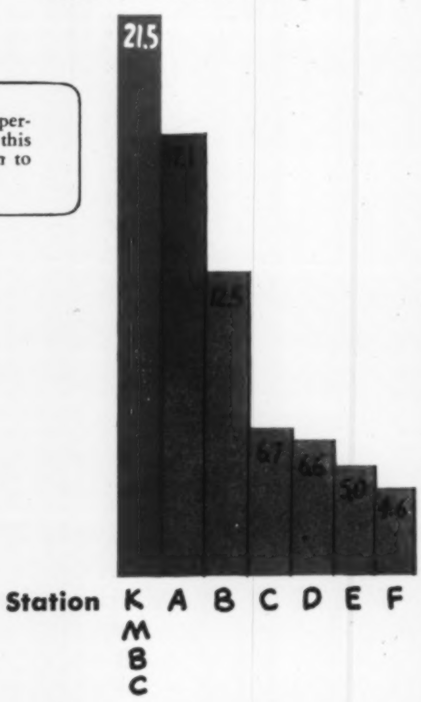
These Area studies which cover 8 a.m. to 6:30 p.m. throughout one week, ending in early October, exclude the larger cities: both Kansas City's (Missouri and Kansas), St. Joseph, Topeka, Salina, Hutchinson and Wichita, surveys for all of which have been made by Conlan.

The three graphs illustrate the percentage of total audience by this Conlan Area Survey, in comparison to other leading stations.

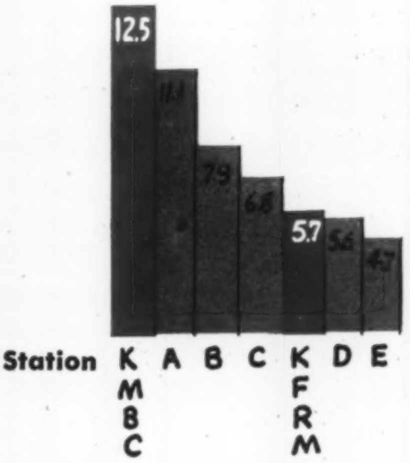
KFRM Area Survey



KMBC Area Survey



KMBC-KFRM Area Survey



The KMBC Area Study proves KMBC is the most listened-to station within an average radius of slightly over 100 miles from Kansas City!

The KFRM Area Study proves KFRM is the most listened-to station in Kansas within KFRM's half-millivolt contour!

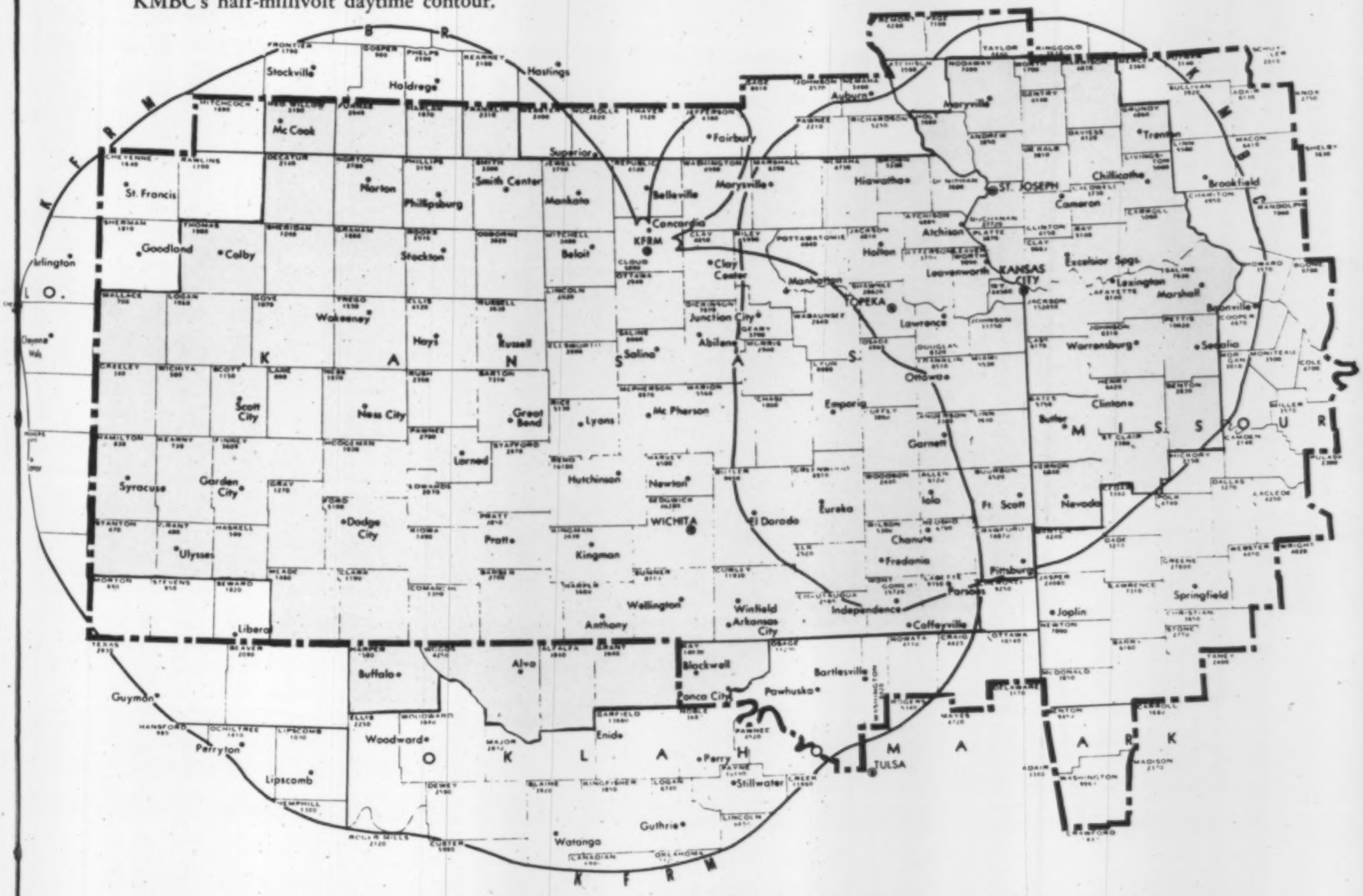
Complete studies available. Just ask any Free & Peters' Colonel, or contact KMBC-KFRM, Kansas City 6, Missouri.

Service! Entertainment! Coverage!

In the KFRM Area Survey were 73 Kansas, 5 Oklahoma and 4 Nebraska counties (Wichita, Salina, Hutchinson excluded) with a population of 1,011,750: all within KFRM's half-millivolt contour.

In the KMBC Area Survey were 61 counties (Kansas City, Missouri, Kansas City, Kansas, St. Joseph, Topeka excluded) with a population of 1,183,544: all within KMBC's half-millivolt daytime contour.

In the KMBC-KFRM Area Survey for the Kansas City Primary Trade Area as defined by Dr. W. D. Bryant, now research director of the Tenth Federal Reserve District, were 135 counties with a total population of 2,099,531: all counties being within the half-millivolt daytime contours of KMBC-KFRM. Again the metropolitan areas named were excluded.


K F R M
K M B C
KANSAS
MISSOURI
OKLAHOMA
ARK
COLO.
Stockville
Holdrege
Hastings
McCook
Fairbury
Superior
Auburn
Maryville
Trenton
St. Francis
Norton
Phillipsburg
Smith Center
Mankato
Belleville
Marysville
Hiawatha
St. Joseph
Chillicothe
Brookfield
Cameron
Goodland
Colby
Stockton
Beloit
Concordia
KFRM
Clay Center
Holton
Atchison
Leavenworth
Kansas City
Excelsior Spgs.
Lexington
Marshall
Wakeeney
Hays
Russell
Salina
Junction City
Abilene
Manhattan
Topeka
Lawrence
Warrensburg
Boonville
Sedalia
Scott City
Ness City
Great Bend
Lyons
McPherson
Emporia
Ottawa
Clinton
Butler
Larned
Hutchinson
Newton
Garnett
Syracuse
Garden City
Dodge City
Pratt
Wichita
El Dorado
Eureka
Iola
Ft. Scott
Nevada
Ulysses
Kingman
Chanute
Fredonia
Pittsburg
Wellington
Winfield
Arkansas City
Independence
Coffeyville
Parsons
Joplin
Springfield
Liberal
Anthony
Alva
Buffalo
Blackwell
Bartlesville
Guymon
Ponca City
Pawhuska
Enid
Woodward
Perryton
Perry
Tulsa
Lipscomb
Stillwater
Guthrie
Watonga

▨ The shaded area shows the total number of counties covered by the Conlan coincidental survey in October, 1948.

╱ The solid black lines indicate the half-millivolt contours of KMBC and KFRM.

▬ ▬ The broken line indicates Kansas City Primary Trade Area as determined by Dr. W. D. Bryant.

Only The KMBC-KFRM Team delivers complete coverage of the great Kansas City Trade Area! The KMBC-KFRM Team provides the most economical circulation an advertiser can buy to cover this huge, important trade area!

Within the half-millivolt contour of The Team are 3,659,828 people! (1940 census) The KMBC-KFRM Team provides invaluable service, heretofore unavailable to trade area listeners . . . in market broadcasts direct from the Stockyards in Kansas City; grain, poultry and produce quotations right up to the minute, informative broadcasts of a practical nature direct from The Team Service Farms, and other outstanding features.

Included too, are news, sports, special events, a home economist, a women's commentator, and excellent educational features.

In addition the entertainment field is an important part of programming for The KMBC-KFRM Team. The Team has one of the largest and most popular professional talent staffs in the Middlewest. Such nationally famous programs as "Brush Creek Follies", "Dinnerbell Roundup", and "Western Roundup" are but a few of these KMBC-KFRM features.

XUM

STARS OF STAGE • SCREEN • RADIO

The Texas Rangers

FROM THE COLUMBIA PICTURE RELEASE "ARKANSAS SWING"

RADIO

America's greatest western act, The Texas Rangers, has starred in more coast-to-coast network programs longer than any large similar group. Prior to World War II they starred in "Under Western Skies" with Johnny Mack Brown and Martha Mears over CBS from Hollywood. Then came "Circle G Ranch" with Martha Mears and Lou Crosby, sponsored by Old Gold. Before returning to Hollywood two years ago, they resumed their own "Nighttime on the Trail" series over CBS, originating from KMBC and from CBS New York studios. The Texas Rangers' transcriptions have been broadcast throughout the United States, in Canada and Hawaii—the greatest number as well as the finest selection recorded by any western act.

STAGE AND SCREEN

Since the end of the War, The Texas Rangers have made numerous stage appearances on the West Coast and in the Mid-west. Their first post-war movie appearance was with Gene Autry in Columbia's "The Last Roundup." Next came "Arkansas Swing" with the Hoosier Hot Shots. Pre-war pictures in which The Texas Rangers were featured included "Colorado Sunset," "Chip of The Flying U," and "Oklahoma Frontier."

RECORD ALBUM AND SONG BOOK

America's first album of Cowboy Hymns, by The Texas Rangers, recently was released by Bibletone. Enjoy The Texas Rangers at their best. Treat yourself to one of these albums! The album selections are; The Touch of God's Hand, Jubilation, Cowboy Camp Meetin', Galloping To Glory, Golden Wings, Silver Spurs, and Trail To Our Salvation. The Texas Rangers Song Book, with 48 pages of western songs, and pictures of The Texas Rangers, is obtainable in music stores throughout the country.

AVAILABLE TO YOU

The Texas Rangers transcriptions have achieved Hooperatings as high as 27.4. These have been used by scores of stations from coast to coast. Their oldest sponsors are their best friends. Advertisers are their best friends. Advertisers find that The Texas Rangers are an addition to their sales force. If you want to capitalize on this famed group . . . .

RADIO

STAGE • SCREEN

RECORD ALBUM

SONG BOOK

FOR COMPLETE DETAILS
Write, Phone or Wire

Arthur B. Church Productions
Kansas City 6, Missouri

DIRECTORY OF AM BROADCASTING STATIONS BY CALL LETTERS

* *Construction permit for power or frequency change* † *Construction permit for new station* ‡ *Special service authorization*

all tters	City	Frequency in KC	Power In Watts
AAA	Red Wing, Minn.	1250	D-1,000
ABC	San Antonio, Tex.	680	LS-50,000 N-1,000
ABR	Aberdeen, S.D.	1420	5,000
ADA	Ada, Okla.	1230	250
AFY	Bakersfield, Cal.	1490	250
AGH	Pasadena, Cal.	1300	D-1,000
AKC	Tulsa, Okla.	1570	D-1,000
AKE	Wichita, Kans.	1240	250
ALB	Alexandria, La.	580	LS-5,000 N-1,000
ALL	Salt Lake City, U.	910	1,000
AMD	Camden, Ark.	1450	250
AMQ	Amarillo, Tex.	1010	D-1,000
ANA	Anaconda, Mont.	1230	250
AND	Corsicana, Tex.	1340	250
ANE	New Iberia, La.	1240	250
ANS	Wichita, Kans.	1480	LS-5,000 N-1,000
ARK	Little Rock, Ark.	920	5,000
ARM	Fresno, Cal.	1430	5,000
ASA	Elk City, Okla.	1240	250
ASH	Eugene, Ore.	1600	1,000
ASI	Ames, Ia.	1430	D-1,000
AST	Astoria, Ore.	1230	250
ATE	Albert Lea, Minn.	1450	250
ATL	Houston, Tex.	1590	1,000
ATO	Reno, Nev.	1340	250
AUS	Austin, Minn.	1480	1,000
AVE	Carlsbad, N.M.	1240	250
AVR	Havre, Mont.	1240	250
AWT	Douglas, Ariz.	1450	250
AYL	Storm Lake, Ia.	990	D-250
AYS	Hays, Kans.	1400	250
AYX	Waterloo, Ia.	1090	D-1,000
BIG	Des Moines, Ia.	740	D-250
BIO	Burley, Ida.	1400 *1230	250
BIX	Muskogee, Okla.	1490	250
BIZ	Ottumwa, Ia.	1240	250
BKI	Alice, Tex.	1070	D-1,000
BKO	Portland, Ore.	1290	D-1,000
BKR	Baker, Ore.	1490	250
KBKX	San Antonio, Tex.	990	D-1,000
BLF	Red Bluff, Cal.	1490	250
BMW	Breckenridge, Minn.	1450	250
BMY	Billings, Mont.	1240	250
BND	Bend, Ore.	1340	250
BOA	Kennett, Mo.	830	D-1,000
BOL	Boulder, Colo.	1490	250
BON	Omaha, Neb.	1490	250
KBOR	Brownsville, Tex.	1600	D-1,000
BOW	Butte, Mont.	1490	250
BPS	Portland, Ore.	1450	SH-100
BRC	Mt. Vernon, Wash.	1430	D-500
BRL	McCook, Neb.	1450	250
BRO	Bremerton, Wash.	1490	250
KBRS	Springdale, Ark.	1340	250
KBRZ	Bryan, Tex.	1440	D-500
BST	Big Spring, Tex.	1490	250
BTM	Jonesboro, Ark.	1230	250
BUC	Corona, Cal.	1370	500
BUD	Athens, Tex.	1410	D-250
BUH	Brigham City, U.	800	D-250
BUN	Bemidji, Minn.	1450	250
BUR	Burlington, Ia.	1490	250
BWD	Brownwood, Tex.	1380	LS-1,000 N-500
BYE	Okla. City, Okla.	890	D-1,000
BYR	Anchorage, Alas.	1240	250
BZY	Grand Rapids, Minn.	1490	250
BC	Des Moines, Ia.	1390	1,000
CBD	Lubbock, Tex.	1590	1,000
KCFH	Cuero, Tex.	1600	D-500
KCHA	Charles City, Ia.	1580	D-250
CHE	El Reno, Okla.	1590	D-500
CHS	Hot Springs, N.M.	1400	250
CID	Caldwell, Ida.	1490	250
KCIJ	Shreveport, La.	980	D-5,000
CIL	Houma, La.	1490	250
CKN	Kansas City, Kans.	1340	250
CKY	Coolidge, Ariz.	1150	1,000
CLA	Pine Bluff, Ark.	1400	250
CLE	Cleburne, Tex.	1120	D-250
CLO	Leavenworth, Kans.	1410	D-500
KCLR	Clovis, N. M.	1450	250
CLW	Hamilton, Tex.	900	D-250
CMC	Texarkana, Tex.	1230	250
CMJ	Palm Springs, Cal.	1340	250
CMO	Kansas City, Mo.	810	LS-50,000 N-10,000
CNA	Tucson, Ariz.	1340	250
CNC	Fort Worth, Tex.	870	D-250
CNY	San Marcos, Tex.	1470	D-250
KCOG	Centerville, Ia.	1400	100
COH	Houston, Tex.	1430	D-1,000
KCOI	Coalinga, Cal.	1470	D-500
COK	Tulare, Cal.	1240 *1270	250 *1,000
COL	Ft. Collins, Col.	1400	250
KCOM	Sioux City, Iowa	620	1,000
COR	San Antonio, Tex.	1350	LS-5.000 N-1,000
KCOW	Alliance, Neb.	1400	250
COY	Santa Maria, Cal.	1400	250
CRA	Sacramento, Cal.	1320	1,000
CRC	Enid, Okla.	1390	1,000
CRG	Cedar Rapids, Ia.	1600	5,000
†KCRI	Cedar Rapids, Ia.	1450	250
KCRS	Midland, Tex.	550	LS-5,000 N-1,000
KCRT	Trinidad, Colo.	1240	250
KCSB	San Bernardino, Cal.	1350	D-500
KCSJ	Pueblo, Colo.	590	1,000
KCSU	Provo, Utah	1490	250
KCTI	Gonzales, Tex.	1450	250
KCTX	Childress, Tex.	1510	D-250
KCUI	Midland, Tex.	980	D-1,000
†KCUL	Ft. Worth, Tex.	1540	LS-5,000 N-1,000
KCVR	Lodi, Cal.	1570	D-250
KDAC	Fort Bragg, Cal.	1230	250
KDAL	Duluth, Minn.	610	5,000
KDAN	Oroville, Cal.	1340	250
KDB	Santa Barbara, Cal.	1490	250
KDDD	Dumas, Tex.	800	D-250
KDEC	Decorah, Iowa	1240	SH-250
†KDEF	Albuquerque, N.M.	1280	D-1,000
†KDET	Center, Tex.	930	D-1,000
KDHL	Faribault, Minn.	920	1,000
KDIX	Dickinson, N.D.	1230	250
KDKA	Pittsburgh, Pa.	1020	50,000
KDLK	Del Rio, Tex.	1230	250
KDLR	Devils Lake, N.D.	1240	250
KDMO	Carthage, Mo.	1490	250
KDNT	Denton, Tex.	1450	250
KDON	Monterey, Cal.	1240	250
KDRO	Sedalia, Mo.	1490	250
KDRS	Paragould, Ark.	1490	250
KDSH	Boise, Idaho	950	5,000
KDSJ	Deadwood, S.D.	1450	250
KDSX	Denison, Tex.	1220	D-1,000
KDTH	Dubuque, Iowa	1370	1,000
KDWT	Stamford, Tex.	1400	250
†KDXJ	Jennings, La.	1300	D-1,000
KDYL	Salt Lake City, U.	1320	5,000
KDZA	Pueblo, Colo.	1230	250
KEBE	Jacksonville, Tex.	1400	250
KECA	Los Angeles, Cal.	790	5,000
KECK	Odessa, Tex.	920	D-1,000
KEEN	San Jose, Cal.	1370	1,000
KEIO	Pocatello, Ida.	1440	1,000
KELA	Centralia, Wash.	1470	1,000
KELD	El Dorado, Ark.	1400	250
KELK	Elko, Nev.	1340	250
†KELN	Ely, Nev.	1230	250
KELO	Sioux Falls, S.D.	1320	5,000
KELP	El Paso, Tex.	920	D-1,000
†KELT	Electra, Tex.	1050	D-250
†KENA	Helena, Mont.	1340	250
†KENE	Belen, N.M.	1230	250
KENI	Anchorage, Alas.	550	5,000
KENO	Las Vegas, Nev.	1400	250
KENT	Shreveport, La.	1550	LS-1,000 N-500
KEPO	El Paso, Tex.	690	5,000
KERN	Bakersfield, Cal.	1410	1,000
KERO	Bakersfield, Cal.	1230	250
†KEVA	Shamrock, Tex.	1580	D-250
KEVT	Kerrville, Tex.	1230	250
KEX	Portland, Ore.	1190	50,000
KEXO	Grand Junction, Colo.	1230	250
KEYD	Minneapolis, Minn.	1440	D-5,000
KEYE	Perryton, Tex.	1400	250
KEYS	Corpus Christi, Tex.	1440	LS-1,000 N-500
KEYY	Pocatello, Ida.	1240	250
KFAB	Omaha, Neb.	1110	50,000
KFAC	Los Angeles, Cal.	1330	5,000
KFAM	St. Cloud, Minn.	1450	250
KFAR	Fairbanks, Alas.	610 ‡660	5,000 ‡10,000
KFBB	Great Falls, Mont.	1310	5,000
KFBC	Cheyenne, Wyo.	1240	250
KFBI	Wichita, Kans.	1070	LS-10,000 N-1,000
KFBK	Sacramento, Cal.	1530	50,000
KFDA	Amarillo, Tex.	1440	LS-5,000 N-1,000
KFDM	Beaumont, Tex.	560	5,000
KFDX	Wichita Falls, Tex.	990	LS-5,000 N-1,000
KFEL	Denver, Colo.	950	5,000
KFEQ	St. Joseph, Mo.	680	5,000
KFFA	Helena, Ark.	1360	1,000
KFGO	Fargo, N.D.	790	5,000
KFGQ	Boone, Iowa	1260	D-250
KFH	Wichita, Kans.	1330	5,000
KFI	Los Angeles, Cal.	640	50,000
KFIO	Spokane, Wash.	1230	250
KFIZ	Fond du Lac, Wis.	1450	250
KFJB	Marshalltown, Iowa	1230	250
KFJI	Klamath Falls, Ore.	1240 *1150	100 *1,000
KFJM	Grand Forks, N.D.	1440	LS-1,000 N-500
KFJZ	Ft. Worth, Tex.	1270	5,000
KFKA	Greeley, Colo.	1310	1,000
KFKU	Lawrence, Kans.	1250	5,000
KFLW	Klamath Falls, Ore.	1450 *1240	250
KFMB	San Diego, Cal.	550	1,000
KFMJ	Tulsa, Okla.	1050	D-1,000
KFMO	Flat River, Mo.	1240	250
KFNF	Shenandoah, Ia.	920	LS-1,000 N-500
KFOR	Lincoln, Neb.	1240	250
KFOX	Long Beach, Cal.	1280	1,000
KFPW	Fort Smith, Ark.	1400	250
KFQD	Anchorage, Alas.	790	5,000
KFRB	Fairbanks, Alas.	1290	1,000
KFRC	S. Francisco, Cal.	610	5,000
KFRD	Rosenberg, Tex.	980	D-500
KFRE	Fresno, Cal.	1340	250
KFRM	Kansas City	550	D-5,000
KFRO	Longview, Tex.	1370	1,000
KFRU	Columbia, Mo.	1400	250
KFSA	Ft. Smith, Ark.	950	LS-1,000 N-500
KFSB	Joplin, Mo.	1310	LS-5,000 N-1,000
KFSD	San Diego, Cal.	600	5,000
KFSG	Los Angeles, Cal.	1150	LS-2,500 N-1,000
†KFTM	Ft. Morgan, Colo.	1260	D-500
KFUN	Las Vegas, N.M.	1230	250
KFUO	Clayton, Mo.	850	5,000
KFVD	Los Angeles, Cal.	1020	LS-5,000 L-N-5,000
KFVS	Cape Girardeau, Mo.	960	LS-1,000 N-500
KFWB	Los Angeles, Cal.	980	5,000
KFXD	Nampa, Ida.	580	1,000
KFXJ	Grand Jct., Colo.	920	LS-1,000 N-500
KFXM	San Bernardino, Cal.	590	1,000
KFYN	Bonham, Tex.	1420	D-250
KFYO	Lubbock, Tex.	1340	250
KFYR	Bismarck, N.D.	550	5,000
KGA	Spokane, Wash.	1510	50,000
KGAF	Gainesville, Tex.	1580	D-250
KGAK	Gallup, N.M.	1230	250
†KGAN	Kingman, Ariz.	1230	250
KGAR	Garden City, Kans.	1050	D-1,000
KGB	San Diego, Cal.	1360	1,000
KGBC	Galveston, Tex.	1540	D-1,000
KGBS	Harlingen, Tex.	1240	250
KGBX	Springfield, Mo.	1260	5,000
KGCU	Mandan, N.D.	1270	LS-1,000 N-250
KGCX	Sidney, Mont.	1480	LS-5,000 N-1,000
KGDE	Fergus Falls, Minn.	1230	250
KGDM	Stockton, Cal.	1140	5,000 *10,000
KGEK	Sterling, Colo.	1230	D-100
KGEM	Boise, Ida.	1340 *1140	250 *10,000
KGER	Long Beach, Cal.	1390	5,000
KGEZ	Kalispell, Mont.	1340	250
KGFF	Shawnee, Okla.	1450	250
KGFJ	Los Angeles, Cal.	1230	250
KGFL	Roswell, N.M.	1400	250
†KGFM	Great Falls, Mon.	1150	5,000
KGFN	Grass Valley, Cal.	1400	250
KGFW	Kearney, Neb.	1340	250
KGFX	Pierre, S.D.	630	D-200
KGGF	Coffeyville, Kan.	690	LS-1,000 N-500 *1,000
KGGM	Albuquerque, N.M.	610	5,000
KGHF	Pueblo, Colo.	1350	LS-1,000 N-500 *LS-5,000 *N-1,000
KGHI	Little Rock, Ark.	1250	LS-1,000 N-500
KGHL	Billings, Mont.	790	5,000
†KGIB	Bremerton, Wash.	1540	D-1,000
KGIL	San Fernando, Cal.	1260	1,000
KGIW	Alamosa, Colo.	1450	SH-250
KGKB	Tyler, Tex.	1490	250
KGKL	San Angelo, Tex.	960	LS-5,000 N-1,000
KGLC	Miami, Okla.	910	1,000
KGLO	Mason City, Ia.	1300	5,000
KGLU	Safford, Ariz.	1480	1,000
KGMB	Honolulu, T.H.	590	5,000
†KGMI	Denver, Colo.	1430	D-1,000
KGNC	Amarillo, Tex.	710	10,000
KGNO	Dodge City, Kan.	1370	LS-1,000 N-250
KGO	San Francisco, Cal.	810	50,000
KGON	Oregon City, Ore.	1230	250
KGRH	Fayetteville Ark.	1450	250
KGRI	Henderson, Tex.	1000	D-250
†KGST	Fresno, Cal.	1600	D-1,000
KGU	Honolulu, T.H.	760	LS-2,500 L-N-2,500
KGVL	Greenville, Tex.	1400	250
KGVO	Missoula, Mont.	1290	LS-5,000 N-1,000
KGW	Portland, Ore.	620	5,000
KGY	Olympia, Wash.	1240	250
KGYN	Guymon, Okla.	1220	D-1,000
KGYW	Vallejo, Cal.	1190	D-250
KHAS	Hastings, Neb.	1230	250
KHBC	Hilo, T.H.	970	1,000
KHBG	Okmulgee, Okla.	1240	250
KHBR	Hillsboro, Tex.	1560	D-250
KHIT	Lampasas, Tex.	1450	250
KHJ	Los Angeles, Cal.	930	5,000
KHMO	Hannibal, Mo.	1070	LS-5,000 N-1,000
KHON	Honolulu, T.H.	1380	5,000
KHOZ	Harrison, Ark.	1240	250
KHQ	Spokane, Wash.	590	5,000
KHSL	Chico, Cal.	1290	1,000 *5,000
KHUB	Watsonville, Cal.	1340	250
KHUM	Eureka, Cal.	1240	250
KHUZ	Borger, Tex.	1490	250
KIBH	Seward, Alaska	1340	250
KICA	Clovis, N.M.	1240	250
KICD	Spencer, Iowa	1240	250
†KICK	Springfield, Mo.	1340	250
KICM	Mason City, Ia.	1490	250
KICO	Calexico, Cal.	1490	250
KID	Idaho Falls, Ida.	1350	LS-5,000 N-500
KIDO	Boise, Ida.	1380	LS-2,500 N-1,000
KIEM	Eureka, Cal.	1480	1,000
KIEV	Glendale, Cal.	870	D-250
KIFI	Idaho Falls, Ida.	1400	250
†KIHN	Hugo, Okla.	1340	250
KIHO	Sioux Falls, S.D.	1270	1,000
KIJV	Huron, S.D.	1340	250
KILO	Grand Forks, N.D.	1440	LS-1,000 N-500
KIMA	Yakima, Wash.	1460	LS-1,000 N-500
KIMO	Independence, Mo.	1510	D-1,000
KIMP	Mt. Pleasant, Tex.	960	D-1,000
KIND	Independence, Kan.	1010	D-250
†KINE	Kingsville, Tex.	1330	D-1,000
KING	Seattle, Wash.	1090	10,000 *50,000
KINY	Juneau, Alaska	1460	5,000
KIOA	Des Moines, Ia.	940	LS-10,000 N-5,000
KIOX	Bay City, Tex.	1270	1,000
KIPA	Hilo, T.H.	1110	1,000
KIRO	Seattle, Wash.	710	50,000
KIRX	Kirksville, Mo.	1450	250
KISD	Sioux Falls, S. D.	1230	250
KIST	Santa Barbara, Cal.	1340	250
KIT	Yakima, Wash.	1280	1,000
KITE	San Antonio, Tex.	930	D-1,000
KITO	San Bernardino, Cal.	1290	5,000
KIUL	Garden Cty. Kan.	1240	250
KIUN	Pecos, Tex.	1400	250
KIUP	Durango, Colo.	1400	250
†KIVY	Crockett, Tex.	1570	D-250
†KIWW	San Antonio, Tex.	1540	D-250
KIXL	Dallas, Tex.	1040	D-1,000
KIYI	Shelby, Mont.	1230	250
KJAM	Vernal, Utah	1340	250
KJAN	Opelousas, Ala.	910	1,000
KJAY	Topeka, Kans.	1440	LS-5,000 N-1,000
KJBS	S. Francisco, Cal.	1100	LS-1,000 L-N-1,000
†KJFJ	Webster City, Ia.	1570	D-250
†KJMS	Springville, Utah	1400	250
KJR	Seattle, Wash.	950	5,000
KJSK	Columbus, Neb.	900	D-1,000
KKIN	Visalia, Cal.	1400	250
KLAC	Los Angeles, Cal.	570	LS-5,000 N-1,000
KLAS	Las Vegas, Nev.	1230	250
KLBM	La Grande, Ore.	1450	250
KLCN	Blytheville, Ark.	900	D-1,000
KLEE	Houston, Tex.	610	5,000
KLER	Rochester, Minn.	970	LS-1,000 N-500
KLIF	Oak Cliff, Tex.	1190	D-1,000
KLIX	Twin Falls, Ida.	1340	250
KLIZ	Brainerd, Minn.	1400	250
KLKC	Parsons, Kan.	1540	D-250
KLMR	Lamar, Colo.	1340	250
†KLMS	Lincoln, Neb.	1480	1,000
KLO	Ogden, Utah	1430	5,000
KLOK	San Jose, Cal.	1170	D-5,000
KLOU	Lake Charles, La.	1580	1,000
KLPM	Minot, N.D.	1390	LS-5,000 N-1,000
KLPR	Oklahoma City	1140	D-1,000
KLRA	Little Rock, Ark.	1010	LS-10,000 N-5,000
KLTI	Longview, Tex.	1280	D-1,000
KLUF	Galveston, Tex.	1400	250
KLWT	Lebanon, Mo.	1230	250
KLX	Oakland, Cal.	910	1,000
KLZ	Denver, Colo.	560	5,000
KMA	Shenandoah, Ia.	960	5,000
KMAC	S. Antonio, Tex.	1240 *630	250 *5,000
KMAE	McKinney, Tex.	1600	D-500
KMBC	Kansas City, Mo.	980	5,000
†KMCM	McMinnville, Ore.	1260	D-1,000
KMED	Medford, Ore.	1440	LS-5,000 N-1,000
KMHK	Mitchell, S.D.	1490	250
KMHL	Marshall, Minn.	1400	250
KMHT	Marshall, Tex.	1450	250
KMJ	Fresno, Cal.	580	5,000
KMLB	Monroe, La.	1440	LS-5,000 N-1,000
KMMJ	Grand Island, Neb.	750	LS-1,000 L-N-1,000
†KMMO	Marshall, Mo.	1300	D-500
KMO	Tacoma, Wash.	1360	5,000
KMON	Great Falls, Mont.	560	5,000
KMOX	St. Louis, Mo.	1120	50,000
KMPC	Los Angeles, Cal.	710	LS-50,000 N-10,000 *50,000
†KMSU	Missoula, Mont.	1400	250
†KMUR	Murray, U.	1230	250

(Continued)

(Continued)

Call Letters	City	Frequency in KC	Power In Watts
KMUS	Muskogee, Okla.	1380	LS-1,000 N-500
KMVI	Wailuku, T.H.	550	1,000
KMYC	Maryville, Cal.	1450	250
KMYR	Denver, Colo.	1340	250
KNAF	Fredericksburg, Tex.	1340	250
KNAK	Salt Lake Cty.,U.	1280	LS-1,000 N-500
KNBC	San Francisco, Cal.	680	50,000
KNEB	Scottsbluff, Neb.	970	D-1,000
KNEL	Brady, Tex.	1490	250
KNET	Palestine, Tex.	1450	250
†KNEU	Provo, Utah	1450	250
KNEW	Spokane, Wash.	1430	5,000
†KNEX	McPherson, Kan.	1540	D-250
KNGS	Hanford, Cal.	620	1,000
KNOE	Monroe, La.	1230 *1390	250 *5,000
KNOG	Nogales, Ariz.	1340	250
KNOW	Austin, Tex.	1490	250
KNOX	Grand Forks,N.D.	1400	250
KNPT	Newport, Ore.	1230	250
KNUZ	Houston, Tex.	1230	250
KNX	Los Angeles, Cal.	1070	50,000
KOA	Denver, Colo.	850	50,000
KOAC	Corvallis, Ore.	550	5,000
KOAL	Price, Utah	1230	250
KOAM	Pittsburg, Kan.	860	LS-10,000 N-5,000
KOAT	Albuquerque, N.M	1450	250
KOB	Albuquerque, N.M.	1030 ‡770	10,000 ‡LS-50,000 ‡N-25,000 *50,000
KOBE	Las Cruces, N.M.	1450	250
KOCA	Kilgore, Tex.	1240	250
KOCO	Salem, Ore.	1490	250
KOCS	Ontario, Cal.	1510	D-250
KOCY	Okla. City, Okla.	1340	250
KODI	Cody, Wyo.	1400	250
KODL	The Dalles, Ore.	1230	LS-250 N-100
KODY	N. Platte, Neb.	1240	250
KOGT	Orange, Tex.	1600	1,000
KOH	Reno, Nev.	630	1,000 *5,000
KOIL	Omaha, Neb.	1290	5,000
KOIN	Portland, Ore.	970	5,000
KOJM	Havre, Mont.	730	D-1,000
KOKO	Lajunta, Colo.	1400	250
KOKX	Keokuk, Iowa	1310	D-250
KOL	Seattle, Wash.	1300	5,000
KOLE	Port Arthur,Tex.	1340	250
KOLN	Lincoln, Neb.	1400	250
KOLO	Reno, Nev.	920	1,000
KOLT	Scottsbluff, Neb.	1320	1,000
KOMA	Okla. City, Okla.	1520	50,000
KOME	Tulsa, Okla.	1340 *1300	250 *LS-5,000 *N-1,000
KOMO	Seattle, Wash.	1000	50,000
KOMW	Omak, Wash.	680	D-1,000
KONO	San Antonio,Tex.	1400	250
KONP	Port Angeles, Wash.	1450	250
KOOL	Phoenix, Ariz.	960	5,000
KOOS	Coos Bay, Ore.	1230	250
KOPO	Tucson, Ariz.	1450	250
KOPP	Ogden, Utah	730	D-1,000
KOPR	Butte, Mont.	550	1,000
KORA	Bryan, Tex.	1240	250
KORC	Mineral Wells, Tex.	1140	D-250
KORE	Eugene, Ore.	1450	250
KORN	Fremont, Neb.	1340	100
KOSA	Odessa, Tex.	1450	250
KOSF	Nachadoches, Tex.	1230	250
KOTA	Rapid City, S.D.	1380	5,000
KOTN	Pine Bluff, Ark.	1490	250
†KOTS	Deming, N.M.	1230	250
KOVC	Valley City, N.D.	1490	250
KOVE	Lander, Wyo.	1230	250
KOVO	Provo, Utah	960	1,000
KOWB	Laramie, Wyo.	1340	250
KOWH	Omaha, Neb.	660	D-500
KOWL	Santa Monica, Cal.	1580	D-5,000
KOY	Phoenix, Ariz.	550	LS-5,000 N-1,000
KPAB	Laredo, Tex.	1490	250
KPAC	Port Arthur,Tex.	1250	LS-5,000 N-1,000
KPAN	Hereford, Tex.	860	D-250
KPAS	Banning, Cal.	1490	250
KPBX	Beaumont, Tex.	1380	D-1,000
KPDN	Pampa, Tex.	1340	250
KPDQ	Portland, Ore.	800	D-1,000
KPET	Lamesa, Tex.	690	D-250
KPHC	Walsenburg, Colo.	1450	250
KPHO	Phoenix, Ariz.	1230	250
KPIK	San Luis Obispo, Cal.	1340	250
KPKW	Pasco, Wash.	1340	250
KPLC	Lake Charles, La.	1490 *1470	250 *LS-5,000 *N-1,000
KPLT	Paris, Tex.	1490	250
KPMC	Bakersfield, Cal.	1560	1,000
KPMO	Pomona, Cal.	1600	500
KPOA	Honolulu, T.H.	630	5,000
KPOF	Denver, Colo.	910	LS-5,000 N-1,000
KPOJ	Portland, Ore.	1330	5,000
KPOW	Powell, Wyo.	1260	1,000
KPPC	Pasadena, Cal.	1240	SH-100
KPQ	Wenatchee, Wash.	560	1,000
KPRC	Houston, Tex.	950	5,000
KPRK	Livingston, Mon.	1340	250
KPRL	Paso Robles, Cal.	1230	250
KPRO	Riverside, Cal.	1440	1,000
†KPSC	Phoenix, Ariz.	1270	5,000
KPST	Preston, Idaho	1340	250
KPUG	Bellingham, Wash.	1170	1,000
KQV	Pittsburgh, Pa.	1410	5,000
KQW	San Jose, Cal. *San Francisco, Cal.	740 *560	5,000
KRAI	Craig, Colo.	1230	250
KRAL	Rawlins, Wyo.	1240	250
KRAM	Las Vegas, Nev.	920	D-1,000
KRBA	Lufkin, Tex.	1340	250
KRBC	Abilene, Tex.	1450 *1470	250 *LS-5,000 *N-1,000
KRCT	Baytown, Tex.	650	D-250
KRDO	Colorado Springs, Colo.	1240	250
KRDU	Dinuba, Cal.	1130	D-250
KRE	Berkeley, Cal.	1400	250
KREI	Farmington, Mo.	1350	D-1,000
KREL	Baytown, Tex.	1360	1,000
KREM	Spokane, Wash.	1340	250
KREO	Indio, Cal.	1400	250
KRES	St. Joseph, Mo.	1230	250
KRGV	Weslaco, Tex.	1290	1,000
KRHD	Duncan, Okla.	1350	LS-250 N-100
KRIC	Beaumont, Tex.	1450	250
KRIG	Odessa, Tex.	1410	1,000
KRIO	McAllen, Tex.	910	1,000
KRIS	Corpus Christi, Tex.	1360	1,000
KRJF	Miles City, Mont.	1340	250
KRKD	Los Angeles, Cal.	1150	LS-2,500 N-1,000 *LS-5,000 *N-1,000
KRKL	Kirkland, Wash.	1050	D-250
KRKN	Ft. Smith, Ark.	1230	250
KRKO	Everett, Wash.	1400	250
KRLC	Lewiston, Ida.	1350	1,000
KRLD	Dallas, Tex.	1080	50,000
KRLN	Canon City,Colo.	1400	SH-250
KRMD	Shreveport, La.	1340	250
KRNO	San Bernardino, Cal.	1240	250
KRNR	Roseburg, Ore.	1490	250
KRNT	Des Moines, Ia.	1350	5,000
KROC	Rochester,Minn.	1340	250
KROD	El Paso, Tex.	600	5,000
KROF	Abbeville, La.	960	D-1,000
†KROG	Sonora, Cal.	1450	250
†KROM	Pueblo, Colo.	930	LS-5,000 N-1,000
KROP	Brawley, Cal.	1300	LS-1,000 N-500
KROS	Clinton, Iowa	1340	250
KROW	Oakland, Cal.	960	1,000 *5,000
KROX	Crookston, Minn.	1050	D-1,000
KROY	Sacramento, Cal.	1240	250
KRPL	Moscow, Ida.	1400	250
KRRV	Sherman, Tex.	910	1,000
KRSC	Seattle, Wash.	1150	1,000
KRST	Tyler, Tex.	1530	D-1,000
KRTN	Raton, N.M.	1490	250
KRUL	Corvallis, Ore.	1340	250
KRUN	Ballinger, Tex.	1400	250
KRUS	Ruston, La.	1490	250
KRUX	Glendale, Ariz.	1340	250
KRUZ	Santa Cruz, Cal.	1460	1,000
KSAC	Manhattan, Kans.	580	LS-5,000 N-500
KSAL	Salina, Kans.	1150	1,000 *5,000
KSAM	Huntsville, Tex.	1490	250
KSAN	S. Francisco, Cal.	1450	250
†KSBM	Manhattan,Kan.	1350	D-500
KSBW	Salinas, Cal.	1380	1,000
KSCB	Liberal, Kan.	1270	D-1,000
KSCJ	Sioux City, Ia.	1360	5,000
KSCO	Santa Cruz, Cal.	1080	D-1,000
KSD	St. Louis, Mo.	550	5,000
KSDJ	San Diego, Cal.	1170	LS-5,000 N-1,000
KSDN	Aberdeen, S.D.	930	1,000
KSEI	Pocatello, Ida.	930	5,000
KSEK	Pittsburg, Kans.	1340	250
KSEL	Lubbock, Tex.	950	LS-1,000 N-500
KSEM	Moses Lake, Wash.	1450	250
KSEO	Durant, Okla.	750	D-250
KSET	El Paso, Tex.	1340	250
KSFA	Nacogdoches, Tex.	860	D-1,000
KSFE	Needles, Cal.	1340	250
KSFO	S. Francisco, Cal.	560 *740	LS-5,000 N-1,000 *50,000
KSFT	Trinidad, Colo.	1280	LS-1,000 N-500
KSGM	Ste. Genevieve, Mo.	1450	250
KSGN	Sanger, Cal.	900	D-1,000
KSIB	Creston, Iowa	1520	D-1,000
KSIG	Crowley, La.	1450	250
†KSIJ	Gladewater, Tex.	1430	D-1,000
KSIL	Silver City, N.M.	1340	250
KSIM	Sikeston, Mo.	1400	250
KSIW	Woodward, Okla.	1450	250
KSIX	Corpus Christi, Tex.	1230	250
KSJB	Jamestown, N.D.	600	5,000
KSJO	San Jose, Cal.	1590	LS-1,000 N-500
KSKY	Dallas, Tex.	660	D-1,000
KSL	Salt Lake Cty.,U.	1160	50,000
KSLM	Salem, Ore.	1390	1,000
KSLO	Opelousas, La.	1230	250
KSMA	Santa Maria, Cal.	1450	250
KSMI	Seminole, Okla.	1260	D-500
KSMN	Mason City, Ia.	1010	D-1,000
KSMO	San Mateo, Cal.	1550	1,000
KSO	Des Moines, Ia.	1460	5,000
KSOK	Arkansas City, Kans.	1280	D-1,000
†KSOL	Yuma, Ariz.	1400	250
KSON	San Diego, Cal.	1240	250
KSOO	Sioux Falls, S.D.	1140	LS-5,000 L-N-5,000
KSPA	Santa Paula,Cal.	1400	250
KSPI	Stillwater, Okla.	780	D-250
KSPR	Casper, Wyo.	1470	1,000
†KSPT	Sandpoint, Ida.	1400	250
KSRO	Santa Rosa, Cal.	1350	1,000
KSRV	Ontario, Ore.	1450	250
KSST	Sulphur Spring, Tex.	1230	250
KSTA	Coleman, Tex.	1000	D-250
KSTB	Breckenridge, Tex.	1430	D-500
KSTL	St. Louis, Mo.	690	D-1,000
†KSTN	Stockton, Cal.	1420	1,000
KSTP	St. Paul, Minn.	1500	50,000
KSTT	Davenport, Ia.	750	D-250
KSTV	Stephenville, Tex.	1510	D-250
KSUB	Cedar City, U.	1340 *590	250 *1,000
KSUE	Susanville, Cal.	1240	250
†KSUM	Fairmont, Minn.	1370	1,000
KSUN	Lowell, Ariz. *Bisbee, Ariz.	1230	250
KSVC	Richfield, U.	690	D-1,000
KSVP	Artesia, N.M.	1450	250
KSWA	Graham, Tex.	1330	D-500
KSWI	Council Bluffs, Iowa	1560	D-500
KSWM	Joplin, Mo.	1230	250
†KSWN	Winfield, Kan.	1580	D-1,000
KSWO	Lawton, Okla.	1380	1,000
KSWS	Roswell, N.M.	1230	250
KSYC	Yreka, Cal.	1490	250
KSYL	Alexandria, La.	1400	250
KTAE	Taylor, Tex.	1260	D-1,000
KTAN	Sherman, Tex.	1500	D-250
KTAR	Phoenix, Ariz.	620	5,000
KTAT	Frederick, Okla.	1570	D-250
KTBB	Tyler, Tex.	600	D-500
KTBC	Austin, Tex.	590	LS-5,000 N-1,000
KTBI	Tacoma, Wash.	810	D-1,000
KTBS	Shreveport, La.	710	LS-10,000 N-5,000
KTEM	Temple, Tex.	1400	250
KTFI	Twin Falls, Ida.	1270	LS-5,000 N-1,000
KTFS	Texarkana, Tex.	1400	250
KTHS	Hot Springs,Ark.	1090	LS-10,000 N-1,000
KTHT	Houston, Tex.	790	5,000
KTIL	Tillamook, Ore.	1590	250
KTIM	San Rafael, Cal.	1510	D-1,000
KTIP	Porterville, Cal.	1450	250
†KTIS	Minneapolis, Minn.	900	D-1,000
KTJS	Hobart, Okla.	1420	D-250
KTKC	Visalia, Cal. *Fresno, Cal.	940	5,000 *50,000
KTKN	Ketchikan, Alas.	930	1,000
KTKR	Taft, Cal.	1310	D-500
KTLN	Denver, Colo.	990	D-1,000
KTLW	Texas City, Tex.	920	D-1,000
KTMC	McAlester, Okla.	1400	250
†KTMP	El Dorado, Kan.	1360	D-1,000
KTMS	Santa Barbara, Cal.	1250	1,000 *LS-5,000 *N-1,000
KTNM	Tucumcari, N.M.	1400	250
KTOH	Lihue, T.H.	1490	250
KTOK	Okla. Cty., Okla.	1400 *1000	250 *LS-5,000 *N-1,000
KTOP	Topeka, Kans.	1490	250
KTOW	Oklahoma City, Okla.	800	D-250
KTRB	Modesto, Cal.	860	1,000 *LS-5,000 *N-1,000
KTRC	Santa Fe, N.M.	1400	250
KTRE	Lufkin, Tex.	1420	1,000
KTRF	Thief River Falls, Minn.	1230	250
KTRH	Houston, Tex.	740	50,000
KTRI	Sioux City, Ia.	1470	5,000
KTRM	Beaumont, Tex.	990	D-250
KTRN	Wichita Falls, Tex.	1290	LS-5,000 N-1,000
KTRY	Bastrop, La.	730	D-250
KTSA	San Antonio, Tex.	550	LS-5,000 N-1,000 *5,000
†KTSC	Tucson, Ariz.	580	1,000
KTSM	El Paso, Tex.	1380	LS-1,000 N-500
KTSW	Emporia, Kans.	1400	250
KTTR	Rolla City, Mo.	1490	250
KTTS	Springfield, Mo.	1400	250
KTUC	Tucson, Ariz.	1400	250
KTUL	Tulsa, Okla.	1430	5,000
KTW	Seattle, Wash.	1250	1,000
KTXJ	Jasper, Tex.	1240	250
KTXL	San Angelo, Tex.	1340	250
KTXN	Austin, Tex.	1370	D-1,000
KTYL	Mesa, Ariz.	1490	250
KUBA	Yuba City, Cal.	1600	500
KUBC	Montrose, Cal.	1240	250
KUCB	Blythe, Cal.	1450	250
KUGN	Eugene, Ore.	1400	250
KUIN	Grants Pass, Ore.	1340	250
KUJ	Walla Walla, Wash.	1420	5,000
KULA	Honolulu, T.H.	690	10,000
†KULE	Ephrata, Wash.	730	D-1,000
KULP	El Campo, Tex.	1390	D-500
KUOA	Siloam Springs, Ark.	1290	D-5,
KUOM	Minneapolis, Minn.	770	D-5,
KURV	Edinburg, Tex.	710	D-
KUSD	Vermillion, S.D.	920	5
KUSN	San Diego, Cal.	1510	LS-5, N-1,
KUTA	Salt Lake City	570	5,
KVAI	Amarillo, Tex.	940	1,
KVAK	Atchison, Kans.	1470	1,
KVAL	Brownsville, Tex.	1490	2
KVAN	Vancouver, Wash.	910	1,
KVCV	Redding, Cal.	600	1,
KVEC	San Luis Obispo, Cal.	920	LS-1, N-
KVEN	Ventura, Cal.	1450	2
KVER	Albuquerque, N.M.	1340	
KVET	Austin, Tex.	1300	1,
KVFD	Ft. Dodge, Kans.	1400	2
KVGB	Great Bend, Kans.	1590	5,
KVI	Tacoma, Wash.	570	5,
KVIC	Victoria, Tex.	1340	2
KVKM	Monahans, Tex.	1340	2
KVLC	Little Rock, Ark.	1050	D-1,
KVLF	Alpine, Tex.	1240	
KVLH	Pauls Valley, Okla.	1470	D-
†KVLU	Lubbock, Tex.	790	LS-5, N-1,
KVMA	Magnolia, Ark.	630	D-1,
KVMV	Twin Falls, Ida.	1450	2
†KVNC	Carson City, Nev.	1450	2
†KVNE	Oxnard, Cal.	910	D-1,
KVNI	Coeur d'Alene, Ida.	1240	2
†KVNJ	Fargo, N. D.	900	D-1,
KVNU	Logan, Utah	610	1,
KVOA	Tucson, Ariz.	1290	1,
KVOB	Alexandria, La.	1490 *970	2 *LS-1, *N-
KVOC	Casper, Wyo.	1230	2
KVOD	Denver, Colo.	630	5,
KVOE	Santa Ana, Cal.	1480	1,
KVOG	Ogden, Utah	1490	2
KVOL	LaFayette, La.	1340	2
KVON	Napa, Cal.	1440	5
KVOO	Tulsa, Okla.	1170	50,
KVOP	Plainview, Tex.	1400	2
KVOR	Colo. Springs, Colo.	1300	1,0
KVOS	Bellingham, Wash.	790	1,
KVOU	Uvalde, Tex.	1450	2
KVOW	Littlefield, Tex.	1490	2
KVOX	Moorhead, Minn.	1340	2
KVRC	Arkadelphia, Ark.	1240	2
KVRH	Salida, Colo.	1340	2
KVRS	Rock Springs, Wyo.	1360	LS-1,0 N-5
†KVRV	Victorville, Cal.	960	D-5,0
KVSF	Santa Fe, N.M.	1260	1,0
KVSM	San Mateo, Cal.	1050	D-2
KVSO	Ardmore, Okla.	1240	2
KVVC	Ventura, Cal.	1590	1,0
KVWC	Vernon, Tex.	1490	2
KWAD	Wadena, Minn.	920	1,0
KWAK	Stuttgart, Ark.	1240	2
KWAL	Wallace, Ida.	620	1,0
KWAT	Watertown, S.D.	1240	2
†KWBB	Wichita, Kans.	1420	D-5
KWBC	Ft. Worth, Tex.	970	D-1,0
KWBM	Williston, N.D.	1450	2
KWBR	Oakland, Cal.	1310	1,0
KWBU	Corpus Christi, Tex.	1030	D-50,0
KWBW	Hutchinson, Kan.	1450	2
KWCJ	Natchitoches, La.	1450	2
KWCO	Chickasha, Okla.	1560	D-2
KWDM	Des Moines, Ia.	1150	1,0
KWED	Seguin, Tex.	1580	D-2
KWEI	Weiser, Idaho	1240	2
KWEM	W. Memphis, Ark.	990	D-1,0
KWEW	Hobbs, N.M.	1490	1
KWFC	Hot Springs, Ark.	1340	2
KWFT	Wichita Falls,Tex	620	5,0
KWG	Stockton, Cal.	1230	2
KWGB	Goodland, Kans.	730	D-1,0
KWHI	Brenham, Tex.	1280	D-1,0
KWHK	Hutchison, Kans.	1190	D-1,0
KWHN	Ft. Smith, Ark.	1320	5,0
KWHW	Altus, Okla.	1450	2
†KWIE	Kannewick, Wash.	1230	2
KWIK	Burbank, Cal.	1490	2
KWIL	Albany, Ore.	1240	2
KWIN	Ashland, Ore.	1400	2
KWJB	Globe, Ariz.	1240	2
KWJJ	Portland, Ore.	1080	10,0
KWK	St. Louis, Mo.	1380	5,0
KWKC	Abilene, Tex.	1340	2
KWKH	Shreveport, La.	1130	50,0
KWKW	Pasadena, Cal.	1430	D-1,0
KWLC	Decorah, Iowa	1240	D-2
KWLK	Longview, Wash.	1400	2
KWLM	Willmar, Minn.	1340	2
KWNO	Winona, Minn.	1230	2
KWNW	Wenatchee, Wash.	1340	2
KWOA	Worthington, Minn.	730	D-1,0
KWOC	Poplar Bluff, Mo.	1340	2
†KWOE	Clinton, Okla.	1320	D-1,0
KWON	Bartlesville, Okla.	1400	2
KWOR	Worland, Wyo.	1490	2
KWOS	Jefferson Cty.,Mo.	1240	2
KWPC	Muscatine, Ia.	860	D-2
KWPM	West Plains, Mo.	1450	2
KWRC	Pendleton, Ore.	1240	2
†KWRE	Warrenton, Mo.	730	D-2
KWRL	Riverton, Wyo.	1450	2

Call Letters	City	Frequency In KC	Power In Watts
KWRN	Reno, Nev.	1490	250
†KWRO	Coquille, Ore.	1450	250
KWRZ	Flagstaff, Ariz.	1340	250
KWSC	Pullman, Wash.	1250	5,000
KWSD	Mt. Shasta, Cal.	1340	250
KWSL	Lake Charles, La.	1400	250
KWTC	Barstow, Cal.	1230	250
KWTO	Springfield, Mo.	560	LS-5,000 N-1,000
KWTX	Waco, Tex.	1230	250
KWWB	Walla Walla, Wash.	1490	250
KWWL	Waterloo, Ia.	1320	D-1,000
KWYO	Sheridan, Wyo.	1410	LS-1,000 N-500
KXA	Seattle, Wash.	770	LS-1,000 L-N-1,000
KXAR	Hope, Ark.	1490	250
KXEL	Waterloo, Ia.	1540	50,000
KXEO	Mexico, Mo.	1340	250
KXGI	Ft. Madison, Ia.	1360	D-500
KXGN	Glendive, Mont.	1400	250
KXIC	Iowa City, Ia.	800	D-1,000
KXIT	Dalhart, Tex.	1410	D-500
†KXJK	Forrest City Ark.	950	D-1,000
KXL	Portland, Ore.	750	LS-10,000 L-N-10,000
KXLA	Pasadena, Cal	1100	10,000
KXLE	Ellenburg, Wash.	1240	250
KXLF	Butte, Mont.	1370	5,000
KXLJ	Helena, Mont.	1240	250
KXLK	Great Falls, Mont.	1400	250
KXLL	Missoula, Mont.	1450	250
KXLO	Lewiston, Mont.	1230	250
KXLQ	Bozeman, Mont.	1450	250
KXLR	N. Little, Ark.	1450	250
KXLW	Clayton, Mo.	1320	D-1,000
KXLY	Spokane, Wash.	920	5,000
KXO	El Centro, Cal.	1230	250
KXOA	Sacramento, Cal.	1470	1,000
KXOB	Stockton, Cal.	1280	1,000
†KXOC	Chico, Cal.	1150	DA-N-1,000
KXOK	St. Louis, Mo.	630	5,000
KXOL	Ft. Worth, Tex.	1360	1,000
KXOX	Sweetwater, Tex.	1240	250
KXRJ	Russellville, Ark.	1490	250
KXRN	Renton, Wash.	1220	D-250
KXRO	Aberdeen, Wash.	1340	250
KXRX	San Jose, Cal.	1500	1,000
KXXL	Reno, Nev.	1230	250
KXXX	Colby, Kans.	790	D-5,000
KXYZ	Houston, Tex.	1320	5,000
KYA	San Francisco, Cal.	1260	LS-5,000 N-1,000
KYAK	Yakima, Wash.	1400	250
KYCA	Prescott, Ariz.	1490	250
†KYES	Butte, Mont.	610	1,000
KYJC	Medford, Ore.	1230	250
†KYLE	Alamogorda, N.M.	1230	250
KYNO	Fresno, Cal.	1300	1,000
KYOR	San Diego, Cal.	1130	D-250 *5,000
KYOS	Merced, Cal.	1490 *1480	250 *5,000
KYOU	Greeley, Colo.	1450	250
†KYSC	Yuma, Ariz.	1190	1,000
KYSM	Mankato, Minn.	1230	250
KYUM	Yuma, Ariz.	1240 *560	250 *1,000
KYW	Philadelphia, Pa.	1060	50,000
WAAB	Worcester, Mass.	1440	5,000
WAAF	Chicago, Ill.	950	D-1,000
WAAT	Jersey City, N.J.	970	1,000 LS-5,000 N-1,000
†WABA	Aguadilla, P.R.	1240	250
WABB	Mobile, Ala.	1480	5,000
WABI	Bangor, Maine	910	5,000
WABJ	Adrian, Mich.	1500	D-250
WABY	Albany, N.Y.	1400	250
WABZ	Albermarle, N.C.	1010	D-1,000
WACA	Camden, S.C.	1590	D-1,000
WACB	Kittanning, Pa.	1380	D-500
WACE	Chicopee, Mass.	730	D-1,000
WACO	Waco, Tex.	1460	1,000
†WACR	Starkville, Miss.	1050	D-250
WADC	Akron, O.	1350	5,000
WADE	Wadesboro, N.C.	1210	D-1,000
†WADW	New Orleans, La.	1230	250
†WAEB	Allentown, Pa.	790	LS-500 N-1,000
WAEL	Mayaguez, P.R.	1400	250
WAFB	Baton Rouge, La.	1460	D-1,000
WAGA	Atlanta, Ga.	590	5,000
WAGC	Chattanooga, Tenn.	1450	250
WAGE	Syracuse, N.Y.	620	1,000 *LS-5,000 *N-1,000
WAGF	Dothan, Ala.	1320	1,000
WAGM	Presque Isle, Me.	1450	250
WAIM	Anderson, S.C.	1230	250
WAIR	Winston-Salem, N.C.	1340	250
WAIT	Chicago, Ill.	820	LS-5,000 L-N-5,000
WAJR	Morgantown, W.Va.	1230	250
WAKR	Akron, O.	1590	5,000
WALA	Mobile, Ala.	1410	5,000
WALB	Albany, Ga.	1590	1,000
WALD	Walterboro, S.C.	1490	250
WALE	Fall River, Mass.	1400	250
WALL	Middletown, N.Y.	1340	250
WALT	Tampa, Fla.	1110	D-1,000
WAML	Laurel, Miss.	1340	250
WAMS	Wilmington, Del.	1380	1,000
WAND	Canton, Ohio	900	D-500
WANE	Ft. Wayne, Ind.	1450	250
WANN	Annapolis, Md.	1190	D-1,000
†WANS	Anderson, S.C.	1280	D-1,000
WAOV	Vincennes, Ind.	1450	250
WAPA	San Juan, P.R.	680	10,000
WAPF	McComb, Miss.	1010	D-250
WAPI	Birmingham, Ala.	1070	5,000
WAPO	Chattanooga, Tenn.	1150	LS-5,000 N-1,000
WAPX	Montgomery, Ala.	1600	1,000
WARC	Rochester, N.Y.	950	1,000
WARD	Johnstown, Pa.	1490	250
WARK	Hagerstown, Md.	1490	250
WARL	Arlington, Va.	780	D-1,000
WARM	Scranton, Pa.	1400	250
WASA	Havre de Grace, Md.	1600	D-500
WASK	LaFayette, Ind.	1450	250
WASL	Annapolis, Md.	810	D-250
WATK	Antigo, Wis.	900	D-250
WATL	Atlanta, Ga.	1380	5,000
WATN	Watertown, N.Y.	1240	250
WATO	Oak Ridge, Tenn.	1490	250
WATR	Waterbury, Conn.	1320	1,000
WATT	Cadillac, Mich.	1240	250
WATW	Ashland, Wis.	1400	250
WATZ	Alpena, Mich.	1450	250
WAUD	Auburn, Ala.	1230	250
WAUX	Waukesha, Wis.	1510	D-250
WAVE	Louisville, Ky.	970	5,000
WAVL	Apollo, Pa.	910	D-1,000
WAVU	Albertville, Ala.	630	D-500
WAVZ	New Haven, Conn.	1260	D-1,000
WAWZ	Zarepath, N.J.	1380	LS-5,000 N-1,000
WAYB	Waynesboro, Va.	1490	250
WAYN	Rockingham, N.C.	900	D-1,000
WAYS	Charlotte, N.C.	610	LS-5,000 N-1,000
WAYX	Waycross, Ga.	1230	250
WAZF	Yazoo City, Miss.	1230	250
WAZL	Hazleton, Pa.	1490	250
WBAA	LaFayette, Ind.	920	LS-5,000 N-1,000
WBAB	Atlantic City, N.J.	1490	250
WBAC	Cleveland, Tenn.	1340	250
WBAL	Baltimore, Md.	1090	50,000
WBAP	Ft. Worth, Tex.	570 820	5,000 50,000
WBAT	Marion, Ind.	1600	D-500
WBAX	Wilkes-Barre, Pa.	1240	250
WBAY	Coral Gables, Fla.	1490	250
WBBB	Burlington, N.C.	920	D-5,000
WBBC	Flint, Mich.	1330	1,000
WBBL	Richmond, Va.	1450	SH-250
WBBM	Chicago, Ill.	780	50,000
WBBO	Forest City, N.C.	780	D-1,000
WBBQ	Augusta, Ga.	1340	250
WBBR	Brooklyn, N.Y.	1330	5,000
†WBBW	Youngstown, O.	1240	250
WBBZ	Ponca City, Okla.	1230	250
WBCC	Bethesda, Md.	1120	D-250
WBCK	Battle Creek, Mich.	930	1,000
WBCM	Bay City, Mich.	1440	LS-1,000 N-500
WBEC	Pittsfield, Mass.	1490	250
WBEJ	Elizabethton, Tenn.	1240	250
WBEL	Beloit, Wis.	1380	D-1,000
WBEN	Buffalo, N.Y.	930	5,000
WBET	Brockton, Mass.	990	D-250
WBEX	Chillicothe, O.	1490	250
WBGE	Atlanta, Ga.	1340	250
†WBGR	Jesup, Ga.	1370	D-1,000
WBHB	Fitzgerald, Ga.	1240	250
WBHF	Cartersville, Ga.	1450	250
WBHP	Huntsville, Ala.	1230	250
WBIG	Greensboro, N.C.	1470	5,000
WBIR	Knoxville, Tenn.	1240	250
WBIS	Bristol, Conn.	1440	D-500
WBIW	Bedford, Ind.	1340	250
WBIZ	Eau Claire, Wis.	1400	250
WBKA	Brockton, Mass.	1450	250
WBLJ	Dalton, Ga.	1230	250
WBLK	Clarksburg, W.Va.	1400	250
WBMD	Baltimore, Md.	750	D-1,000
WBML	Macon, Ga.	1240	250
WBMS	Boston, Mass.	1090	D-1,000
WBNS	Columbus, Ohio	1460	LS-5,000 N-1,000
WBNX	New York, N.Y.	1380	5,000
WBNY	Buffalo, N.Y.	1400	250
WBOB	Galax, Va.	1400	250
WBOC	Salisbury, Md.	960	1,000
WBOW	Terre Haute, Ind.	1230	250
WBPZ	Lock Haven, Pa.	1230	250
WBRC	Birmingham, Ala.	960	5,000
WBRE	Wilkes-Barre, Pa.	1340	250
WBRK	Pittsfield, Mass.	1340	250
†WBRM	Brevard, N.C.	1240	250
WBRW	Welch, W.Va.	1340	250
WBRY	Waterbury, Conn.	1590	5,000
WBSC	Bennettsville, S.C.	1400	250
WBSR	Pensacola, Fla.	1450	250
WBT	Charlotte, N.C.	1110	50,000
WBTA	Batavia, N.Y.	1490	250
WBTH	Williamson, W.Va.	1400	250
WBTM	Danville, Va.	1330	LS-5,000 N-1,000
WBUD	Morrisville, Pa.	1490	250
†WBUT	Butler, Pa.	1580	D-500
WBUX	Doylestown, Pa.	1570	D-250
WBUY	Lexington, N.C.	1450	250
WBVP	Beaver Falls, Pa.	1230	250
WBYS	Canton, Ill.	1560	D-250
WBZ	Boston, Mass.	1030	50,000
WBZA	Springfield, Mass.	1030	1,000
WCAE	Pittsburgh, Pa.	1250	5,000
WCAL	Northfield, Minn.	770	D-5,000
WCAM	Camden, N.J.	1310	250
WCAO	Baltimore, Md.	600	5,000
WCAP	Asbury Park, N.J.	1310	250
WCAR	Pontiac, Mich.	1130	D-1,000
WCAT	Rapid City, S.D.	1230	D-100
WCAU	Philadelphia, Pa.	1210	50,000
WCAV	Norfolk, Va.	860	D-1,000
WCAW	Charleston, W.Va.	1400	250
WCAX	Burlington, Vt.	620	5,000
WCAZ	Carthage, Ill.	990	D-1,000
WCBC	Anderson, Ind.	1470	D-1,000
WCBD	Chicago, Ill.	820	SH-5,000
WCBI	Columbus, Miss.	1340	250
WCBM	Baltimore, Md.	1400 *680	250 *LS-10,000 *N-5,000
WCBS	New York, N.Y.	880	50,000
WCBT	Roanoke Rapids, N.C.	1230	250
WCCC	Hartford, Conn.	1290	D-500
WCCM	Lawrence, Mass.	800	D-1,000
WCCO	Minneapolis, Minn.	830	50,000
WCCP	Savannah, Ga.	1450	250
WCDT	Winchester, Tenn.	1340	250
WCEC	Rocky Mt., N.C.	810	D-1,000
WCED	DuBois, Pa.	1230	250
WCFL	Chicago, Ill.	1000	50,000
WCHA	Chambersburg, Pa.	800	D-1,000
WCHS	Charleston, W.Va.	580	5,000
WCHV	Charlottesville, Va.	1240	250
WCIF	Madisonville, Ky.	730	D-250
WCIL	Carbondale, Ill.	1020	D-1,000
WCJU	Columbia, Miss.	1450	250
WCKB	Dunn, N.C.	780	D-1,000
WCKY	Cincinnati, O.	1530	50,000
WCLA	Baton Rouge, La.	1220	D-250
†WCLC	Clarksville, Tenn.	950	D-1,000
WCLE	Clearwater, Fla.	680	D-1,000
WCLO	Janesville, Wis.	1230	250
†WCLT	Newark, O.	1430	D-500
WCMA	Corinth, Miss.	1230	250
WCMB	Lemoyne, Pa.	960	D-1,000
WCMD	Cambridge, Md.	1240	100
WCMI	Ashland, Ky.	1340	250
WCMN	Arecibo, P.R.	1280	1,000
WCMW	Canton, Ohio	1060	D-1,000
WCNB	Connersville, Ind.	1580	D-250
WCNC	Elizabeth City, N.C.	1400	250
WCNH	Quincy, Fla.	1230	250
WCNR	Bloomsburg, Pa.	930	D-500
WCNT	Centralia, Ill.	1210	D-1,000
WCNU	Crestview, Fla.	1010	D-1,000
WCNX	Middletown, Conn.	1150	D-500
WCOA	Pensacola, Fla.	1370	5,000
WCOC	Meridian, Miss.	910	LS-5,000 N-1,000
WCOG	Greensboro, N.C.	1320	1,000
WCOH	Newnan, Ga.	1400	250
WCOL	Columbus, O.	1230	250
WCOM	Parkersburg, W. Va.	1230	250
WCON	Atlanta, Ga.	550	5,000
WCOP	Boston, Mass.	1150	5,000
WCOS	Columbia, S.C.	1400	250
WCOU	Lewistown, Me.	1240	250
WCOV	Montgomery, Ala.	1240	250
WCPA	Clearfield, Pa.	900	D-1,000
WCPO	Cincinnati, O.	1230	250
WCPS	Tarboro, N.C.	760	D-1,000
WCRA	Effingham, Ill.	1090	D-250
WCRB	Waltham, Mass.	1330	D-500
WCRK	Morristown, Tenn.	1450	250
WCRO	Johnstown, Pa.	1230	250
WCRS	Greenwood, S.C.	1450	250
WCRW	Chicago, Ill.	1240	100
WCSC	Charleston, S.C.	1390	5,000
WCSH	Portland, Me.	970	5,000
WCSS	Amsterdam, N.Y.	1490	250
WCTA	Andalusia, Ala.	1340	250
WCTC	New Brunswick, N.J.	1450	250
WCTT	Corbin, Ky.	1400	250
WCUM	Cumberland, Md.	1490	100
†WCVA	Culpeper, Va.	1490	250
WCVI	Connellsville, Pa.	1340	250
WCVS	Springfield, Ill.	1450	250
WCYB	Bristol, Va.	690	D-10,000
WDAD	Indiana, Pa.	1450	250
WDAE	Tampa, Fla.	1250	5,000
WDAF	Kansas City, Mo.	610	5,000
WDAK	Columbus, Ga.	1340	250
WDAN	Danville, Ill.	1490	250
WDAR	Savannah, Ga.	1400	250
WDAS	Philadelphia, Pa.	1400	250
†WDAV	Auburn, Me.	1320	D-500
WDAY	Fargo, N.D.	970	5,000
WDBC	Escanaba, Mich.	1490	250
WDBJ	Roanoke, Va.	960	5,000
WDBO	Orlando, Fla.	580	5,000
WDEC	Americus, Ga.	1230	250
WDEF	Chattanooga, Tenn.	1370	LS-5,000 N-1,000
WDEL	Wilmington, Del.	1150	5,000
WDEV	Waterbury, Vt.	550	1,000
WDGY	Minneapolis, Minn.	1130	LS-5,000 L-N-500 *LS-50,000 *N-25,000
WDHL	Bradenton, Fla.	1490	250
WDIA	Memphis, Tenn.	730	D-250
WDIG	Dothan, Ala.	1450	250
WDLB	Marshfield, Wis.	1450	250
WDLF	Deland, Fla.	1490	250
WDLP	Panama City, Fla.	590	1,000
WDMG	Douglas, Ga.	860	D-1,000
WDMJ	Marquette, Mich.	1340	250
WDNC	Durham, N.C.	620	LS-5,000 N-1,000
WDNE	Elkins, W.Va.	1240	250
WDOD	Chattanooga, Tenn.	1310	5,000
WDOS	Oneonta, N.Y.	1400	250
WDOV	Dover, Del.	1410	D-1,000
WDRC	Hartford, Conn.	1360	5,000
WDSC	Dillon, S.C.	800	D-1,000
WDSG	Dyersburg, Tenn.	1450	250
WDSM	Superior, Wis.	1230	250
WDSR	Lake City, Fla.	1340	250
WDSU	New Orleans, La.	1280	5,000
WDUK	Durham, N.C.	1310	LS-1,000 N-500
†WDUN	Gainesville, Ga.	1400	250
WDUZ	Green Bay, Wis.	1400	250
WDVA	Danville, Va.	1250	LS-5,000 N-1,000
WDWD	Dawson, Ga.	990	D-1,000
WDWS	Champaign, Ill.	1400	250
WDXB	Chattanooga, Tenn.	1490	250
†WDXI	Jackson, Tenn.	1310	D-1,000
WDZ	Tuscola, Ill.	1050	D-1,000
†WEAB	Greer, S.C.	800	D-250
WEAM	Arlington, Va.	1390	5,000
WEAN	Providence, R.I.	790	5,000
WEAR	Pensacola, Fla.	1490	250
WEAS	Decatur, Ga.	1010	D-1,000
WEAT	Lake Worth, Fla.	1490	250
WEAU	Eau Claire, Wis.	790	5,000
WEAV	Plattsburg, N.Y.	960	1,000
WEBC	Duluth, Minn.	1320	5,000
WEBJ	Brewton, Ala.	1240	250
WEBQ	Harrisburg, Ill.	1240	250
WEBR	Buffalo, N.Y.	970	5,000
†WEBS	Oak Park, Ill.	1490	250
WECW	Mayaguez, P.R.	1490	250
WEDC	Chicago, Ill.	1240	250
WEDO	McKeesport, Pa.	810	D-1,000
WEEB	Southern Pines, N.C.	1360	D-1,000
WEED	Rocky Mount, N.C.	1450	250
WEEI	Boston, Mass.	590	5,000
WEEK	Peoria, Ill.	1350	1,000
WEEU	Reading, Pa.	850	D-1,000 *1,000
WEGO	Concord, N.C.	1410	D-1,000
WEIM	Fitchburg, Mass.	1340	250
WEKR	Fayetteville, Tenn.	1240	250
WELI	New Haven, Conn.	960	1,000
WELL	Battle Creek, Mich.	1400	250
WELM	Elmira, N.Y.	1400	250
WELO	Tupelo, Miss.	1490	250
WEMB	San Juan, P.R.	1320	5,000
WEMP	Milwaukee, Wis.	1340	250
WENA	Bayamon, P.R.	1560	250
WENC	Whiteville, N.C.	1240	250
WENE	Endicott, N.Y.	1450	250
WENK	Union City, Tenn.	1240	250
WENR	Chicago, Ill.	890	50,000
WENT	Gloversville, N.Y.	1340	250
WENY	Elmira, N.Y.	1230	250
WEOA	Evansville, Ind.	1400	250
WEOL	Elyria, O.	930	1,000
WEPM	Martinsburg, W. Va.	1340	250
WERC	Erie, Pa.	1230	250
WERD	Atlanta, Ga.	860	D-1,000
†WERI	Westerly, R.I.	1230	250
WESA	Charleroi, Pa.	940	D-250
WESB	Bradford, Pa.	1490	250
WESC	Greenville, S.C.	660	D-5,000
WEST	Easton, Pa.	1400	250
WESX	Salem, Mass.	1230	250
WETB	Johnson City, Tenn.	790	D-1,000
WEUS	Eustis, Fla.	790	1,000
WEVD	New York, N.Y.	1330	5,000
WEVE	Eveleth, Minn.	1340	250
WEW	St. Louis, Mo.	770	D-1,000
WEWO	Laurinburg, N.C.	1080	D-1,000
WEXL	Royal Oak, Mich.	1340	250
WEXT	Milwaukee, Wis.	1430	D-1,000
WFAA	Dallas, Tex.	570 820	5,000 50,000
WFAK	Charleston, S.C.	730	D-1,000
†WFAR	Quincy, Ill.	1230	250
WFAS	White Plains, N.Y.	1230	250
WFAU	Augusta, Me.	1340	250
WFAX	Falls Church, Va.	1220	D-250
WFBC	Greenville, S.C.	1330	5,000
WFBG	Altoona, Pa.	1340	250
WFBL	Syracuse, N.Y.	1390	5,000
WFBM	Indianapolis, Ind.	1260	5,000
WFBR	Baltimore, Md.	1300	5,000
WFCI	Pawtucket, R.I.	1420	5,000
WFDF	Flint, Mich.	910	1,000
WFEA	Manchester, N.H.	1370	5,000
WFEB	Sylacauga, Ala.	1340	250
†WFEC	Miami, Fla.	1220	D-250
WFGN	Gaffney, S. C.	1570	D-250
WFHG	Bristol, Va.	860	D-1,000
WFHR	Wis. Rapids, Wis.	1340	250
WFIG	Sumter, S.C.	1340	250
WFIL	Philadelphia, Pa.	560	5,000
WFIN	Findlay, Ohio	1330	D-1,000
WFKY	Frankfort, Ky.	1490	250
WFLA	Tampa, Fla.	970	5,000
WFLB	Fayetteville, N.C.	1490	250
WFLO	Farmville, Va.	870	D-1,000
WFMD	Frederick, Md.	930	500
WFMJ	Youngstown, O.	1450 *1390	250 *5,000
WFNC	Fayetteville, N.C.	1450	250

(Continued)

XUM

(Continued)

Call Letters	City	Frequency in KC	Power In Watts
WFNS	Burlington, N.C.	1150	D-1,000
WFOM	Marietta, Ga.	1230	250
WFOR	Hattiesburg, Miss.	1400	250
WFOX	Milwaukee, Wis.	860	D-250
WFOY	St. Augustine, Fla.	1240	250
WFPG	Atlantic City, N.J.	1450	250
WFRC	Reidsville, N.C.	1600	1,000
WFRL	Freeport, Ill.	1570	D-1,000
WFRP	Savannah, Ga.	1230	250
WFTC	Kinston, N.C.	1230	250
WFTL	Fort Lauderdale, Fla.	1400	250
WFTM	Maysville, Ky.	1240	250
WFTR	Front Royal, Va.	1450	250
WFTW	Ft. Wayne, Ind.	1090	D-1,000
WFUN	Huntsville, Ala.	1450	250
WFUR	Grand Rapids, Mich.	1570	D-1,000
WFVA	Fredericksburg, Va.	1230	250
WFYC	Alma, Mich.	1280	D-1,000
WGAA	Cedartown, Ga.	1340	250
WGAC	Augusta, Ga.	580	LS-5,000 N-1,000
WGAD	Gadsden, Ala.	1350	1,000
WGAI	Eliz. City, N.C.	560	D-500
WGAL	Lancaster, Pa.	1490	250
WGAN	Portland, Me.	560	5,000
WGAP	Maryville, Tenn.	1400	250
WGAR	Cleveland, O.	1220	50,000
WGAT	Utica, N.Y.	1310	LS-1,000 N-500
WGAU	Athens, Ga.	1340	250
WGAY	Silver Spring, Md.	1050	D-1,000
WGBA	Columbus, Ga.	620	D-1,000
WGBB	Freeport, N.Y.	1240	100
WGBF	Evansville, Ind.	1280	LS-5,000 N-1,000
WGBG	Greensboro, N.C.	980	D-1,000
WGBI	Scranton, Pa.	910	LS-1,000 N-500
WGBR	Goldsboro, N.C.	1400	250
WGBS	Miami, Fla.	710	LS-50,000 N-10,000
WGCD	Chester, S.C.	1490	250
WGCM	Gulfport, Miss	1240	250
WGEM	Quincy, Ill.	1440	1,000
WGES	Chicago, Ill.	1390	5,000
WGEZ	Beloit, Wis.	1490	100
WGFG	Kalamazoo, Mich.	1360	1,000
WGGA	Gainesville, Ga.	1240	250
WGGG	Gainesville, Fla.	1230	250
WGH	Newport News, Va.	1340 *1310	250 *5,000
†WGIG	Brunswick, Ga.	1440	1,000
WGIL	Galesburg, Ill.	1400	250
WGIV	Charlotte, N.C.	1600	D-1,000
WGKV	Charleston, W.Va.	1490	250
WGL	Ft. Wayne, Ind.	1250	1,000
WGLN	Glen Falls, N.Y.	1230	100
†WGLS	Decatur, Ga.	970	D-1,000
WGN	Chicago, Ill.	720	50,000
WGNC	Gastonia, N.C.	1450	250
WGNH	Gadsden, Ala.	1400	250
WGNI	Wilmington, N.C.	1340	250
WGNS	Murfreesboro, Tenn.	1450	250
WGNY	Newburgh, N.Y.	1220	D-1,000
WGOV	Valdosta, Ga.	950	LS-5,000 N-1,000
WGPA	Bethlehem, Pa.	1100	D-250
WGPC	Albany, Ga.	1450	250
WGR	Buffalo, N.Y.	550	5,000
WGRC	Louisville, Ky.	1400 *790	250 *LS-5,000 *N-1,000
WGRD	Grand Rapids, Mich.	1410	D-1,000
WGRM	Greenwood, Miss.	1240	250
WGRV	Greenville, Tenn.	1340	250
WGST	Atlanta, Ga.	920	LS-5,000 N-1,000
WGTC	Greenville, N.C.	1490	250
WGTL	Kannapolis, N.C.	870	D-1,000
WGTM	Wilson, N.C.	590	5,000
WGUY	Bangor, Maine	1450	250
WGVA	Geneva, N. Y.	1240	250
WGVM	Greenville, Miss.	1260	D-1,000
WGWC	Selma, Ala.	1340	250
WGWD	Gadsden, Ala.	570	D-1,000
WGWR	Asheboro, N.C.	1260	D-1,000
WGY	Schenectady, N.Y.	810	50,000
WGYV	Greenville, Ala.	1400	250
WHA	Madison, Wis.	970	D-5,000
WHAI	Greenfield, Mass.	1240	250
†WHAK	Rogers City, Mich	960	D-1,000
WHAL	Shelbyville, Tenn.	1400	250
WHAM	Rochester, N.Y.	1180	50,000
WHAN	Charleston, S.C.	1340	250
WHAP	Hopewell, Va.	1340	250
WHAR	Clarksburg, W.Va.	1340	250
WHAS	Louisville, Ky.	840	50,000
WHAT	Philadelphia, Pa.	1340	100
WHAV	Haverhill, Mass.	1490	250
WHAW	Weston, W. Va.	1450	250
†WHAY	New Britain, Conn.	910	5,000
WHAZ	Troy, N.Y.	1330	1,000
WHB	Kansas City, Mo.	710	LS-10,000 N-5,000
WHBB	Selma, Ala.	1490	250
WHBC	Canton, Ohio	1480	5,000
WHBF	Rock Island, Ill.	1270	5,000
WHBI	Newark, N.J.	1280	LS-2,500 N-1,000
WHBL	Sheboygan, Wis.	1330	LS-1,000 N-250
WHBO	Sulphur Springs, Fla.	1050	D-250
WHBQ	Memphis, Tenn.	1400 *560	250 *LS-5,000 *N-1,000
WHBS	Huntsville, Ala.	1490	250
WHBT	Harriman, Tenn.	1230	250
WHBU	Anderson, Ind.	1240	250
WHBY	Appleton, Wis.	1230	250
WHCC	Waynesville, N.C.	1400	250
WHCU	Ithaca, N.Y.	870	LS-1,000 L-N-1,000
WHDF	Houghton, Mich.	1400	250
WHDH	Boston, Mass.	850	50,000
WHDL	Allegany, N.Y.	1450	250
WHEB	Portsmouth, N.H.	750	LS-1,000 L-N-1,000
WHEC	Rochester, N.Y.	1460	5,000
WHED	Washington, N.C.	1340	250
WHFB	Benton Harbor, Mich.	1060	D-1,000
WHFC	Cicero, Ill.	1450	250
WHGB	Harrisburg, Pa.	1400	250
WHHM	Memphis, Tenn.	1340	250
WHHT	Durham, N.C.	1590	1,000
WHIM	Providence, R.I.	1110	D-1,000
WHIN	Gallatin, Tenn.	1010	D-1,000
WHIO	Dayton, Ohio	1290	5,000
WHIR	Danville, Ky.	1230	250
WHIS	Bluefield, W.Va.	1440	5,000
WHIT	New Bern, N.C.	1450	250
WHIZ	Zanesville, Ohio	1240	250
WHJB	Greensburg, Pa.	620	D-250 *LS-1,000 *N-500
WHK	Cleveland, Ohio	1420	5,000
WHKC	Columbus, Ohio	610	5,000
WHKK	Akron, Ohio	640	LS-1,000 L-N-1,000
WHKP	Hendersonville, N.C.	1450	250
WHKY	Hickory, N.C.	1290	LS-5,000 N-1,000
WHLB	Virginia, Minn.	1400	250
WHLD	Niagara Falls, N.Y.	1290 *1270	D-1,000 *5,000
WHLF	So. Boston, Va.	1400	250
WHLI	Hempstead, N.Y.	1100	D-250
WHLN	Harlan, Ky.	1230	250
WHLS	Port Huron, Mich.	1450	250
†WHLW	Rutland, Vt.	1000	D-1,000
WHMA	Anniston, Ala.	1450	250
WHNC	Henderson, N.C.	890	D-1,000
WHO	Des Moines, Ia.	1040	50,000
WHOB	Gardner, Mass.	1490	250
WHOC	Philadelphia, Miss.	1490	250
WHOD	Hempstead, Pa.	860	D-250
WHOK	Lancaster, O.	1320	D-500
WHOL	Allentown, Pa.	1230	250
WHOM	Jersey City, N.J.	1480	5,000
WHOO	Orlando, Fla.	990	LS-10,000 N-5,000
WHOP	Hopkinsville, Ky.	1230	250
WHOS	Decatur, Ala.	800	D-1,000
WHOT	South Bend, Ind.	1490	250
WHOW	Clinton, Ill.	1520	D-1,000
WHP	Harrisburg, Pa.	1460	LS-5,000 N-1,000
WHPE	High Point, N.C.	1070	D-1,000
WHRV	Ann Arbor, Mich.	1600	1,000
WHSC	Hartsville, S.C.	1450	250
WHSY	Hattisburg, Miss.	1220	D-250
WHTB	Talladega, Ala.	1230	250
WHTC	Holland, Mich.	1450	250
WHTN	Huntington, W.Va.	800	D-1,000
WHUB	Cookeville, Tenn.	1400	250
WHUC	Hudson, N.Y.	1230	250
WHUM	Reading, Pa.	1240	250
WHUN	Huntingdon, Pa.	1400	250
†WHVR	Hanover, Pa.	1280	D-1,000
WHWL	Nanticoke, Pa.	730	D-1,000
WHYN	Holyoke, Mass.	1400	250
WHYU	Newport News, Va.	1270	D-1,000
WIAC	San Juan, P.R.	580	5,000
WIBA	Madison, Wis.	1310	5,000
WIBB	Macon, Ga.	1280	D-1,000
WIBC	Indianapolis, Ind.	1070	50,000
WIBG	Philadelphia, Pa.	990	10,000
WIBK	Knoxville, Tenn.	800	D-1,000
WIBM	Jackson, Mich.	1450	250
WIBS	Santurce, P.R.	740	10,000
WIBU	Poynette, Wis.	1240	250
WIBV	Belleville, Ill.	1060	D-250
WIBW	Topeka, Kan.	580	5,000
WIBX	Utica, N.Y.	950	5,000
WICA	Ashtabula, Ohio	970	D-1,000 *LS-5,000 *N-1,000
WICC	Bridgeport, Conn.	600	LS-1,000 N-500
WICY	Malone, N.Y.	1490	250
WIDE	Biddeford, Me.	1400	250
WIGM	Medford, Wis.	1490	250
WIHL	Hammond, La.	730	D-250
WIKB	Iron Mt., Mich.	1230	250
WIKC	Bogalusa, La.	1490	250
WIKK	Erie, Pa.	1330	5,000
WIKY	Evansville, Ind.	820	D-250
WIL	St. Louis, Mo.	1230 *1430	250 *5,000
WILE	Cambridge, O.	1270	D-1,000
WILK	Wilkes-Barre, Pa.	1450	250
WILL	Urbana, Ill.	580	D-5,000
WILM	Wilmington, Del.	1450	250
WILS	Lansing, Mich.	1430	D-500
WIMA	Lima, O.	1150	1,000
WIMS	Michigan City, Ind.	1420	D-1,000
WINC	Winchester, Va.	1400	250
WIND	Chicago, Ill.	560	5,000
WING	Dayton, Ohio	1410	5,000
WINK	Ft. Myers, Fla.	1240	250
WINN	Louisville, Ky.	1240	250
WINR	Binghamton, NY	1490	250
WINS	New York, N.Y.	1010	LS-50,000 N-10,000 *50,000
WINX	Washington, D.C.	1340	250
WINZ	Hollywood, Fla.	940	1,000
WIOD	Miami, Fla.	610	5,000
WIOU	Kokomo, Ind.	1350	1,000
WIP	Philadelphia, Pa.	610	5,000
†WIPR	Rio Piedros, P.R.	940	10,000
WIRA	Ft. Pierce, Fla.	1400	250
WIRB	Enterprise, Ala.	1230	250
WIRC	Hickory, N.C.	630	D-1,000
WIRE	Indianapolis, Ind.	1430	5,000
†WIRJ	Humboldt, Tenn.	740	D-250
WIRK	W. Palm Beach, Fla.	1290	1,000
WIRL	Peoria, Ill.	1290	5,000
WIS	Columbia, S.C.	560	5,000
WISC	Madison, Wis.	1480	1,000
WISE	Asheville, N.C.	1230	250
WISH	Indianapolis, Ind.	1310	LS-5,000 N-1,000
WISL	Shamokin, Pa.	1480	1,000
WISN	Milwaukee, Wis.	1150	5,000
WISR	Butler, Pa.	680	D-250
WITA	San Juan, P.R.	1400	250
WITH	Baltimore, Md.	1230	250
WITZ	Jasper, Ind.	990	D-1,000
WIVY	Jacksonville, Fla.	1050	D-1,000
WIZE	Springfield, O.	1340	250
WJAC	Johnstown, Pa.	1400	250
WJAG	Norfolk, Nebr.	780	LS-1,000 L-N-1,000
WJAR	Providence, R.I.	920	5,000
WJAS	Pittsburgh, Pa.	1320	5,000
WJAX	Jacksonville, Fla.	930	5,000
†WJAY	Mullins, S.C.	1280	D-1,000
†WJBA	Sparta, Wis.	990	D-250
†WJBB	Haleyville, Ala.	1230	250
WJBC	Bloomington, Ill.	1230	250
WJBK	Detroit, Mich.	1490	250
WJBO	Baton Rouge, La.	1150	5,000
WJBW	New Orleans, La.	1230	250
WJBY	Gadsden, Ala.	1240	250
†WJCD	Seymour, Ind.	1390	D-500
WJDA	Quincy, Mass.	1300	D-1,000
WJDX	Jackson, Miss.	1300	LS-5,000 N-1,000
WJEF	Grand Rapids, Mich.	1230	250
WJEJ	Hagerstown, Md.	1240	250
WJEL	Springfield, O.	1600	D-500
WJHL	Johnson City, Tenn.	910	LS-5,000 N-1,000
WJHO	Opelika, Ala.	1400	250
WJHP	Jacksonville, Fla.	1320	5,000
WJIG	Tullahoma, Tenn.	740	D-250
WJIM	Lansing, Mich.	1240 *550	250 *1,000
WJJD	Chicago, Ill.	1160	LS-50,000 L-N-50,000
WJJJ	Montgomery, Ala.	1170	LS-10,000 N-1,000
WJJL	Niagara Falls, N.Y.	1440	D-1,000
WJJM	Lewisburg, Tenn.	1490	250
WJLB	Detroit, Mich.	1400	250
WJLD	Bessemer, Ala.	1400	250
WJLS	Beckley, W.Va.	560	LS-1,000 N-500
WJMB	Brookhaven, Miss.	1340	250
WJMC	Rice Lake, Wis.	1240	250
		1530	D-10,000
WJMJ	Philadelphia, Pa.	†1540	†D-1,000
WJMO	Cleveland, O.	1540	D-1,000
WJMR	New Orleans, La.	990	D-250
WJMS	Ironwood, Mich.	630	1,000
WJMW	Athens, Ala.	1010	D-250
WJMX	Florence, S. C.	970	D-5,000
WJNC	Jacksonville, N.C.	1240	250
WJNO	W. Palm Beach Fla.	1230	250
WJOB	Hammond, Ind.	1230	250
WJOC	Jamestown, N.Y.	1470	D-1,000
WJOI	Florence, Ala.	1340	250
WJOL	Joliet, Ill.	1340	250
WJOR	Bangor, Maine	1230	250
WJOY	Burlington, Vt.	1230	250
WJPA	Washington, Pa.	1450	250
WJPD	Ishpeming, Mich.	1240	250
WJPF	Herrin, Ill.	1340	250
WJPG	Green Bay, Wis.	810	D-1,000
WJPR	Greenville, Miss.	1340	250
WJPS	Evansville, Ind.	1330	LS-5,000 N-1,000
WJQS	Jackson, Miss.	1400	250
WJR	Detroit, Mich.	760	50,000
WJRD	Tuscaloosa, Ala.	1150	LS-5,000 N-1,000
WJRI	Lenoir, N.C.	1340	250
WJSW	Altoona, Pa.	1290	LS-1,000 N-500
WJTN	Jamestown, N.Y.	1240	250
WJVA	South Bend, Ind.	1580	D-250
WJVB	Jacksonville Beach, Fla.	1010	D-250
WJW	Cleveland, Ohio	850	5,000
WJXN	Jackson, Miss.	1450	250
WJZ	New York, N.Y.	770	50,000
WJZM	Clarksville, Tenn.	1400	250
WKAB	Mobile, Ala.	840	D-1,000
WKAI	Macomb, Ill.	1510	D-250
WKAL	Rome, N. Y.	1450	250
WKAN	Kankakee, Ill.	1320	D-1,000
WKAP	Allentown, Pa.	1580	D-1,000
WKAQ	San Juan, P.R.	620	5,000
WKAR	E. Lansing, Mich.	870	D-5,000
WKAT	Miami Beach, Fla	1360	LS-5,000 N-1,000
WKAX	Birmingham, Ala.	900	D-1,000
WKAY	Glasgow, Ky.	1490	250
WKBB	Dubuque, Iowa	1490	250
WKBC	N. Wilkesboro, N. C.	810	D-1,000
WKBH	La Crosse, Wis.	1410	5,000
WKBN	Youngstown, Ohio	570	5,000
WKBO	Harrisburg, Pa.	1230	250
WKBR	Manchester, N.H.	1240	250
WKBS	Oyster Bay, L.I.	1520	D-250
WKBV	Richmond, Ind.	1490	250
WKBW	Buffalo, N.Y.	1520	50,000
WKBZ	Muskegon, Mich.	850	1,000
WKCT	Bowling Green, Ky.	930	D-1,000
WKDA	Nashille, Tenn.	1240	250
WKDK	Newberry, S.C.	1240	250
WKDN	Camden, N.J.	800	D-1,000
WKEU	Griffin, Ga.	1450	250
WKEY	Covington, Va.	1340	250
WKGN	Knoxville, Tenn.	1340	250
WKIC	Hazard, Ky.	1340	250
WKID	Urbana, Ill.	1580	D-250
WKIN	Kittanning, Pa.	1600	D-1,000
WKIP	Poughkeepsie, N.Y.	1450	250
WKIX	Columbia, S.C.	1320	LS-1,000 N-500
WKJB	Mayaguez, P.R.	1340 *710	250 *10,000
WKJG	Ft. Wayne, Ind.	1380	5,000
WKLA	Ludington, Mich.	1450	250
WKLF	Clanton, Ala.	980	D-1,000
WKLO	Louisville, Ky.	1080	LS-5,000 N-1,000
WKLV	Blackstone, Va.	1490	250
WKLX	Lexington, Ky.	1300	1,000
WKLY	Hartwell, Ga.	980	D-1,000
WKMA	Quitman, Ga.	1490	250
WKMH	Dearborn, Mich.	1310	1,000
WKMO	Kokomo, Ind.	1400	250
WKNA	Charleston, W. Va.	950	1,000
WKNB	New Britain, Conn.	840	D-1,000
WKNE	Keene, N.H.	1290	5,000
†WKNK	Muskegon, Mich.	1600	D-1,000
WKNS	Kinston, N.C.	1000	D-1,000
WKNX	Saginaw, Mich.	1210	D-1,000
WKNY	Kingston, N.Y.	1490	250
WKOB	North Adams, Mass.	860	D-250
WKOK	Sunbury, Pa.	1240	250
WKOP	Binghamton, N.Y.	750	D-1,000
WKOW	Madison, Wis.	1070	LS-10,000 N-5,000
WKOX	Framingham, Mass.	1190	D-1,000
WKOY	Bluefield, W. Va.	1240	250
WKOZ	Kosciuscko, Miss.	1340	250
WKPA	New Kensington, Pa.	1150	D-250
WKPT	Kingsport, Tenn.	1400	250
WKRC	Cincinnati, Ohio	550	LS-5,000 N-1,000
WKRG	Mobile, Ala.	710	LS-1,000 N-250
WKRM	Columbia, Tenn.	1340	250
WKRO	Cairo, Ill.	1490	250
WKRT	Cortland, N.Y.	920	D-1,000
WKRZ	Oil City, Pa.	1340	250
WKSR	Pulaski, Tenn.	730	D-250
WKST	New Castle, Pa.	1280	1,000 *5,000
WKTG	Thomasville, Ga.	730	D-1,000
WKTM	Mayfield, Ky.	1050	D-1,000
WKTY	La Crosse, Wis.	580	1,000
WKUL	Cullman, Ala.	1340	250
WKVM	Arecibo, P.R.	1230 *1070	250 *10,000
WKWF	Key West, Fla.	1600	500
WKWK	Wheeling, W.Va.	1400	250
WKXL	Concord, N.H.	1450	250
†WKXY	Sarasota, Fla.	1540	D-1,000
WKY	Okla. City, Okla.	930	5,000
WKYB	Paducah, Ky.	800	D-1,000
WKYW	Louisville, Ky.	900	D-1,000
WKZO	Kalamazoo, Mich.	590	5,000
WLAC	Nashville, Tenn.	1510	50,000
WLAD	Danbury, Conn.	800	D-250
WLAG	LaGrange, Ga.	1240	250
WLAK	Lakeland, Fla.	1430	1,000
WLAM	Lewiston, Maine	1470	5,000
WLAN	Lancaster, Pa.	1390	1,000
WLAP	Lexington, Ky.	1450	250
WLAQ	Rome, Ga.	670	D-1,000
WLAR	Athens, Tenn.	1450	250
WLAT	Conway, S.C.	1490	250
WLAU	Laurel, Miss.	1490	250
WLAV	Grand Rapids, Mich.	1340	250
WLAW	Lawrence, Mass.	680	50,000
WLAY	Muscle Shoals City, Ala.	1450	250
WLBB	Carrollton, Ga.	1100	D-250
WLBC	Muncie, Ind.	1340	250
WLBF	Leesburg, Fla.	1240	250
WLBG	Laurens, S.C.	860	D-250

Call Letters	City	Frequency In KC	Power In Watts
WLBH	Mattoon, Ill.	1170	D-250
WLBJ	Bowling Green, Ky.	1340	250
WLBK	De Kalb, Ill.	1360	D-500
WLBL	Stevens Point, Wis.	930	D-5,000
WLBR	Lebanon, Pa.	1270	D-1,000
†WLBW	Lynchburg, Va.	1230	250
WLBZ	Bangor, Maine	620	5,000
WLCR	Torrington, Conn.	990	D-1,000
WLCS	Baton Rouge, La.	1400	250
WLCX	La Crosse, Wis.	1490	250
WLDS	Jacksonville, Ill.	1180	D-1,000
WLDY	Ladysmith, Wis.	1340	250
WLEA	Hornell, N.Y.	1320	D-1,000
WLEC	Sandusky, Ohio	1450	250
WLEE	Richmond, Va.	1450	250
WLET	Toccoa, Ga.	1450	250
WLEU	Erie, Pa.	1450	250
WLEX	Lexington, Ky.	1340	250
WLIB	New York, N.Y.	1190	LS-1,000 L-N-1,000
WLIN	Merrill, Wis.	730	D-1,000
WLIO	E. Liverpool, O.	1570	D-1,000
WLIP	Kenosha, Wis.	1050	D-250
WLIZ	Bridgeport, Conn.	1300	D-1,000
WLLH	Lowell, Mass.	1400	250
WLNA	Peekskill, N.Y.	1420	D-500
WLNH	Laconia, N.H.	1340	250
WLOA	Braddock, Pa.	1550	D-1,000
WLOE	Leaksville, N.C.	1490	100
WLOF	Orlando, Fla.	950	5,000
WLOG	Logan, W.Va.	1230	250
WLOH	Princeton, W.Va.	1490	250
WLOI	La Porte, Ind.	1540	D-250
WLOK	Lima, Ohio	1240	250
WLOL	Minneapolis, Minn.	1330	5,000
WLOS	Asheville, N.C.	1380	LS-5,000 N-1,000
WLOU	Louisville, Ky.	1350	D-1,000
WLOW	Norfolk, Va.	1590	D-1,000
WLOX	Biloxi, Miss.	1490	250
WLPM	Suffolk, Va.	1450	250
WLPO	La Salle, Ill.	1220	D-250
†WLRP	New Albany, Ind.	1570	D-1,000
WLS	Chicago, Ill.	890	50,000
†WLSI	Pikeville, Ky.	900	D-1,000
†WLTA	Lewistown, Pa.	920	D-1,000
WLTC	Gastonia, N.C.	1370	D-1,000
WLTR	Bloomsburg, Pa.	690	D-1,000
WLVA	Lynchburg, Va.	590	1,000
WLW	Cincinnati, Ohio	700	50,000
WLXW	Carlisle, Pa.	1380	D-1,000
WLYN	Lynn, Mass.	1360	D-500
†WMAC	Pottstown, Pa.	1370	D-1,000
WMAJ	State College, Pa.	1450	250
WMAK	Nashville, Tenn.	1300	5,000
WMAL	Washington, D.C.	630	5,000
WMAM	Marinette, Wis.	570	LS-250 N-100
WMAN	Mansfield, Ohio	1400	250
WMAP	Monroe, N.C.	1060	D-250
WMAQ	Chicago, Ill.	670	50,000
WMAS	Springfield, Mass.	1450	250
WMAW	Milwaukee, Wis.	1250	5,000
WMAZ	Macon, Ga.	940	10,000
WMBC	Macon, Miss.	1400	250
WMBD	Peoria, Ill.	1470	5,000
WMBG	Richmond, Va.	1380	5,000
WMBH	Joplin, Mo.	1450	250
WMBI	Chicago, Ill.	1110	LS-5,000 L-N-5,000
WMBL	Morehead City, N.C.	740	D-1,000
WMBM	Miami Beach, Fla.	800	D-1,000
WMBN	Petosky, Mich.	1340	250
WMBO	Auburn, N.Y.	1340	250
WMBR	Jacksonville, Fla.	1460	5,000
WMBS	Uniontown, Pa.	590	1,000
WMC	Memphis, Tenn.	790	5,000
WMCA	New York, N.Y.	570	5,000
WMCK	McKeesport, Pa.	1360	1,000
WMDD	Fajardo, P.R.	1490	250
WMDN	Midland, Mich.	1490	250
†WMEV	Marion, Va.	1010	D-1,000
WMEX	Boston, Mass.	1510	5,000
WMFD	Wilmington, N.C.	1400 *630	250 *1,000
WMFG	Hibbing, Minn.	1240	250
WMFJ	Daytona Beach, Fla.	1450	250
WMFR	High Point, N.C.	1230	250
WMFT	Florence, Ala.	1240	250
WMGA	Moultrie, Ga.	1400	250
WMGM	New York, N.Y.	1050	50,000
WMGR	Bainbridge, Ga.	1490	250
WMGW	Meadville, Pa.	1490	250
WMGY	Montgomery, Ala.	800	D-1,000
WMID	Atlantic City, N.J.	1340	250
WMIE	Miami, Fla.	1140	LS-10,000 N-5,000
WMIK	Middlesboro, Ky.	1490	250
WMIN	St. Paul, Minn.	1400	250
WMIQ	Iron Mt., Mich.	1450	250
WMIS	Natchez, Miss.	1240	250
WMIX	Mt. Vernon, Ill.	940	D-1,000
WMJM	Cordele, Ga.	1490	LS-250 N-100
WMLO	Milwaukee, Wis.	1290	D-1,000
WMLS	Sylacauga, Ala.	1290	D-1,000
WMLT	Dublin, Ga.	1340	250
WMMB	Melbourne, Fla.	1050	D-250
WMMJ	Peoria, Ill.	1020	D-1,000
WMMN	Fairmont, W. Va.	920	5,000
WMMT	McMinnville, Tenn.	1230	250
WMMW	Meriden, Conn.	1470	D-1,000
WMNB	N. Adams, Mass.	1230	100
WMNC	Morganton, N.C.	1490	250
WMOA	Marietta, O.	1490	250
WMOB	Mobile, Ala.	1230	250
WMOC	Covington, Ga.	1490	250
WMOG	Brunswick, Ga.	1490	250
WMOH	Hamilton, Ohio	1450	250
WMON	Montgomery, W. Va.	1340	250
WMOU	Berlin, N.H.	1230	250
WMOX	Meridian, Miss.	1240	250
WMPC	Lapeer, Mich.	1230	SH-250
WMPS	Memphis, Tenn.	680	LS-10,000 N-5,000
WMRA	Myrtle Beach, S.C.	1450	250
WMRC	Greenville, S.C.	1490 *1440	250 *5,000
WMRF	Lewistown, Pa.	1490	250
WMRN	Marion, Ohio	1490	250
WMRO	Aurora, Ill.	1280	D-250
WMRP	Flint, Mich.	1510	D-250
†WMRY	New Orleans, La.	600	D-500
WMSA	Massena, N.Y.	1340	250
WMSL	Decatur, Ala.	1400	250
WMT	Cedar Rapids, Ia.	600	5,000
WMTC	Van Cleave, Ky.	730	D-1,000
†WMTR	Morristown, N.J.	1250	D-500
WMTW	Portland, Me.	1490	250
WMUR	Manchester, N.H.	610	LS-5,000 N-1,000
WMUS	Muskegon, Mich.	1090	D-1,000
WMVA	Martinsville, Va.	1450	250
WMVG	Milledgeville, Ga.	1450	250
WNAB	Bridgeport, Conn.	1450	250
WNAC	Boston, Mass.	1260	5,000
WNAD	Norman, Okla.	640	D-1,000
WNAE	Warren, Pa.	1310	D-1,000
WNAF	Providence, R.I.	1290	D-500
†WNAG	Grenada, Miss.	1490	250
†WNAH	Nashville, Tenn.	1350	D-1,000
WNAM	Neenah, Wis.	1280	D-1,000
WNAO	Raleigh, N.C.	850	5,000
WNAR	Norristown, Pa.	1110	D-500
WNAX	Yankton, S.D.	570	5,000
WNBC	New York, N.Y.	660	50,000
WNBF	Binghamton, N.Y.	1290	5,000
WNBH	New Bedford, Mass.	1340	250
WNBS	Murray, Ky.	1340	250
WNBZ	Saranac Lake, N.Y.	1450	250
WNCA	Asheville, N.C.	1340	250
WNDB	Daytona Beach, Fla.	1150	D-1,000
WNDR	Syracuse, N.Y.	1260	5,000
WNEB	Worcester, Mass.	1230	250
WNEL	San Juan, P.R.	860	5,000
†WNER	Live Oak, Fla.	1450	250
WNEW	New York, N.Y.	1130	10,000
WNEX	Macon, Ga.	1400	250
WNGO	Mayfield, Ky.	1320	D-1,000
WNHC	New Haven, Conn.	1340	250
WNJR	Newark, N.J.	1430	5,000
WNLC	New London, Conn.	1490	250
WNLK	Norwalk, Conn.	1350	D-500
WNMP	Evanston, Ill.	1590	D-1,000
WNNC	Newton, N.C.	1230	250
†WNNT	Warsaw, Va.	690	D-250
WNOC	Norwich, Conn.	1400	250
WNOE	New Orleans, La.	1450	250
WNOK	Columbia, S. C.	1230	250
WNOP	Newport, Ky.	740	D-1,000
WNOR	Norfolk, Va.	1230	250
WNOW	York, Pa.	1250	D-1,000
WNOX	Knoxville, Tenn.	990	10,000
WNVA	Norton, Va.	1450	250
WNYC	New York, N.Y.	830	LS-1,000 L-N-1,000
WOAI	San Antonio, Tex.	1200	50,000
WOAP	Owosso, Mich.	1080	D-250
WOAY	Oak Hill, W.Va.	860	D-1,000
WOBS	Jacksonville, Fla.	1360	D-1,000
WOBT	Pelican, Wis.	1240	250
WOC	Davenport, Ia.	1420	5,000
WOCB	W. Yarmouth, Mass.	1240	250
WOHS	Shelby, N.C.	730	D-250
WOI	Ames, Iowa	640	D-5,000
WOKO	Albany, N.Y.	1460	LS-1,000 N-500 *5,000
WOKZ	Alton, Ill.	1570	D-1,000
WOL	Washington, D.C.	1260	5,000
WOLF	Syracuse, N.Y.	1490	250
WOLS	Florence, S.C.	1230	250
WOMI	Owensboro, Ky.	1490	250
WOMT	Manitowoc, Wis.	1240	250
†WONE	Dayton, O.	980	5,000
†WONO	Oneonta, N.Y.	1110	D-250
WONS	Hartford, Conn.	1410	5,000
†WONW	Defiance, O.	1280	D-500
WOOB	Anniston, Ala.	1490	250
WOOD	Grand Rapids, Mich.	1300	5,000
WOOF	Dothan, Ala.	560	D-1,000
WOOK	Silver Spring, Md.	1590	D-1,000
WOPI	Bristol, Tenn.	1490	250
WOR	New York, N.Y.	710	50,000
WORA	Mayaguez, P.R.	1150	1,000
WORC	Worcester, Mass.	1310	1,000
WORD	Spartanburg, S.C.	1400	250
WORK	York, Pa.	1350	1,000
WORL	Boston, Mass.	950	D-1,000
†WORM	Easton, Md.	1480	1,000
WORZ	Orlando, Fla.	740	1,000
WOSH	Oshkosh, Wis.	1490	250
WOSU	Columbus, Ohio	820	LS-5,000 L-N-5,000
WOTW	Nashua, N.H.	900	D-1,000
WOV	New York, N.Y.	1280	5,000
WOW	Omaha, Neb.	590	5,000
WOWO	Ft. Wayne, Ind.	1190	10,000
†WOXF	Oxford, N.C.	1340	250
WPAB	Ponce, P.R.	1370	5,000
WPAD	Paducah, Ky.	1450	250
WPAG	Ann Arbor, Mich.	1050	D-1,000
WPAM	Pottsville, Pa.	1450	250
WPAQ	Mt. Airy, N.C.	740	D-1,000
WPAR	Parkersburg, W.Va.	1450	250
WPAT	Paterson, N.J.	930	D-1,000
†WPAW	Pawtucket, R.I.	1380	D-500
WPAX	Thomasville, Ga.	1240	250
WPAY	Portsmouth, O.	1400	250
WPBP	Mayaguez, P.R.	1450	250
WPDQ	Jacksonville, Fla.	600	5,000
WPDX	Clarksburg, W.Va.	750	D-1,000
WPEN	Philadelphia, Pa.	950	5,000
WPFB	Middletown, O.	910	D-1,000
WPGH	Pittsburgh, Pa.	1080	D-1,000
WPIC	Sharon, Pa.	790	D-1,000
WPIK	Alexandria, Va.	730	D-1,000
WPIT	Pittsburgh, Pa.	730	D-1,000
†WPKE	Pikeville, Ky.	1240	250
†WPKM	Atlanta, Ga.	1550	LS-50,000 N-10,000
WPLH	Huntington, W.Va.	1450	250
WPOR	Portland, Me.	1450	250
WPPA	Pottsville, Pa.	1360	LS-1,000 N-500
WPRA	Mayaguez, P.R.	990	10,000
WPRO	Providence, R.I.	630	5,000
WPRP	Ponce, P.R.	910	5,000
WPTF	Raleigh, N.C.	680	50,000
†WPTN	Paris, Tenn.	910	D-1,000
WPTR	Albany, N.Y.	1540	10,000
WPTW	Piqua, Ohio	1570	D-250
WPUV	Pulaski, Va.	1230	250
WPWA	Chester, Pa.	1590	D-1,000
WQAM	Miami, Fla.	560	LS-5,000 N-1,000
WQAN	Scranton, Pa.	910	LS-1,000 N-500
WQBC	Vicksburg, Miss.	1420	LS-1,000 N-500
WQQW	Washington, D.C.	570	D-1,000
WQUA	Moline, Ill.	1230	250
WQXI	Buckhead, Ga.	790	D-1,000
WQXR	New York, N.Y.	1560	10,000
WRAK	Williamsport, Pa.	1400	250
WRAL	Raleigh, N.C.	1240	250
WRAW	Reading, Pa.	1340	250
WRBC	Jackson, Miss.	620	LS-5,000 N-1,000
WRBL	Columbus, Ga.	1420	5,000
WRC	Washington, D.C.	980	5,000
WRCS	Ahoskie, N.C.	970	D-1,000
WRDO	Augusta, Maine	1400	250
WRDW	Augusta, Ga.	1480	5,000
WREC	Memphis, Tenn.	600	5,000
WREL	Lexington, Va.	1450	250
WREN	Topeka, Kan.	1250	5,000
WREX	Duluth, Minn.	1080	LS-10,000 N-5,000
WRFC	Athens, Ga.	960	D-1,000
WRFD	Worthington, O.	880	D-5,000
WRFS	Alexander City, Ala.	1050	D-1,000
WRFW	Eau Claire, Wis.	1050	D-1,000
WRGA	Rome, Ga.	1470	5,000
WRHI	Rock Hill, S.C.	1340	250
WRHP	Tallahasse, Fla.	1450	250
WRIA	Caguas, P.R.	1450	250
WRIB	Providence, R.I.	1220	D-250
WRJM	Newport, R.I.	1540	D-1,000
WRJN	Racine, Wis.	1400	250
WRLD	Lanett, Ala.	1490	250
WRMS	Ware, Mass.	1250	D-500
WRNL	Richmond, Va.	910	5,000
WRNO	Orangeburg, S.C.	1450	250
WRNY	Rochester, N.Y.	680	D-250
WROB	West Point, Miss.	1450	250
WROD	Daytona Beach, Fla.	1340	250
WROK	Rockford, Ill	1440	LS-1,000 N-500
WROL	Knoxville, Tenn.	620	5,000
WROM	Rome, Ga.	710	D-1,000
WRON	Ronceverte, W.Va.	1400	250
WROV	Roanoke, Va.	1240	250
WROW	Albany, N.Y.	590	LS-5,000 N-1,000
WROX	Clarksdale, Miss.	1450	250
†WROY	Carmi, Ill.	1460	D-1,000
WRQN	Vidalia, Ga.	1450	250
WRR	Dallas, Tex.	1310	5,000
WRRF	Washington, N.C.	930	D-5,000
WRRN	Warren, Ohio	1400 *1440	250 *5,000
WRRZ	Clinton, N.C.	880	D-1,000
WRTA	Altoona, Pa.	1240	250
WRUF	Gainesville, Fla.	850	LS-5,000 L-N-5,000 *5,000
WRUN	Utica, N.Y.	1150	LS-5,000 N-1,000
WRVA	Richmond, Va.	1140	50,000
†WRXO	Roxboro, N.C.	1430	D-1,000
†WRYO	Rochester, Pa.	1050	D-250
WSAC	Columbus, Ga.	1460	1,000
WSAI	Cincinnati, Ohio	1360	5,000
WSAJ	Grove City, Pa.	1340	SH-100
WSAM	Saginaw, Mich.	1400	250
WSAN	Allentown, Pa.	1470	5,000
WSAP	Portsmouth, Va.	1490	250
WSAR	Fall River, Mass.	1480	5,000
WSAT	Salisbury, N. C.	1280	D-1,000
WSAU	Wausau, Wis.	1400	250
WSAV	Savannah, Ga.	630	5,000
WSAY	Rochester, N.Y.	1370	5,000
WSAZ	Huntington, W.Va.	930	LS-5,000 N-1,000
WSB	Atlanta, Ga.	750	50,000
WSBA	York, Pa.	900	D-1,000
WSBC	Chicago, Ill.	1240	250
WSBR	Superior, Wis.	1490	250
WSBT	South Bend, Ind.	960	5,000
WSCR	Scranton, Pa.	1000	D-1,000
WSFA	Montgomery, Ala.	1440	1,000
WSFC	Somerset, Ky.	1240	250
WSFT	Thomaston, Ga.	1220	D-250
WSGC	Elberton, Ga.	1400	250
WSGN	Birmingham, Ala.	610	LS-5,000 N-1,000
†WSHB	Stillwater, Minn.	1220	D-250
WSIC	Statesville, N.C.	1400	250
WSID	Essex, Md.	1570	D-1,000
WSIR	Winter Haven, Fla.	1490	250
WSIV	Pekin, Ill.	1140	D-1,000
WSIX	Nashville, Tenn.	980	5,000
WSJS	Winston-Salem, N.C.	600	5,000
WSKB	McComb, Miss.	1250	LS-5,000 N-500
WSKI	Montpelier, Vt.	1240	250
WSKY	Asheville, N.C.	1490	250
WSLB	Ogdensburg, N.Y.	1400	250
WSLI	Jackson, Miss.	930	5,000
†WSLN	Ft. Lauderdale, Fla.	1580	D-250
WSLS	Roanoke, Va.	610	1,000
WSM	Nashville, Tenn.	650	50,000
WSMB	New Orleans, La.	1350	5,000
WSNJ	Bridgeton, N.J.	1240	250
†WSNW	Seneca, S.C.	1150	D-1,000
WSNY	Schenectady, N.Y.	1240	250
WSOC	Charlotte, N.C.	1240	250
WSON	Henderson, Ky.	860	D-500
WSOO	Sault Ste. Marie, Mich.	1230	LS-250 N-100
WSOY	Decatur, Ill.	1340	250
WSPA	Spartanburg, S.C.	950	5,000
WSPB	Sarasota, Fla.	1450	250
WSPD	Toledo, Ohio	1370	5,000
WSPR	Springfield, Mass.	1270	1,000
WSRS	Cleveland Hgts. O.	1490	250
WSSB	Durham, N.C.	1490	250
WSSO	Starkville, Miss.	1230	250
WSSV	Petersburg, Va.	1240	250
WSTC	Stamford, Conn.	1400	250
WSTP	Salisbury, N.C.	1490	250
WSTS	Southern Pines, N.C.	990	D-250
WSTV	Steubenville, Ohio	1340	250
WSUA	Bloomington, Ind.	1010	D-1,000
WSUI	Iowa City, Iowa	910	5,000
WSUN	St. Petersburg, Fla.	620	5,000
WSVA	Harrisonburg, Va.	550	D-1,000
WSVS	Crewe, Va.	650	D-1,000
WSWN	Belle Glade, Fla.	900	D-1,000
WSYB	Rutland, Vt.	1380	1,000
WSYR	Syracuse, N.Y.	570	5,000
WTAC	Flint, Mich.	600	LS-1,000 N-500
WTAD	Quincy, Ill.	930	1,000
WTAG	Worcester, Mass.	580	5,000
WTAL	Tallahassee, Fla.	1270	5,000
WTAM	Cleveland, Ohio	1100	50,000
WTAN	Clearwater, Fla.	1340	250
WTAO	Cambridge, Mass.	740	D-250
WTAQ	Green Bay, Wis.	1360	5,000
WTAR	Norfolk, Va.	790	5,000
WTAW	College Station, Tex.	1150	D-1,000
WTAX	Springfield, Ill	1240	100
WTBC	Tuscaloosa, Ala.	1230	250
WTBF	Troy, Ala.	1490	250
WTBO	Cumberland, Md.	1450	250
WTCH	Shawano, Wis.	960	D-1,000
WTCJ	Tell City, Ind.	1230	250
WTCM	Traverse City, Mich.	1400	250
WTCN	Minneapolis, Minn.	1280	LS-5,000 N-1,000
WTCO	Campbellsville, Ky.	1150	D-1,000
WTEL	Philadelphia, Pa.	1340 *860	250 *D-250
WTHI	Terre Haute, Ind.	1480	1,000
WTHT	Hartford, Conn.	1230	250
WTIC	Hartford, Conn.	1080	50,000
WTIK	Durham, N.C	730	D-1,000
†WTIM	Taylorville, Ill.	1410	D-1,000
WTIP	Charleston, W. Va.	1240	250
WTJS	Jackson, Tenn.	1390	1,000
†WTLS	Baltimore, Md.	1010	D-1,000
WTMA	Charleston, S.C.	1250	LS-5,000 N-1,000
WTMC	Ocala, Fla.	1290	1,000
WTMJ	Milwaukee, Wis.	620	5,000
WTMV	E. St. Louis, Ill.	1490	250
WTNB	Birmingham, Ala.	1490 *850	250 *LS-5,000 *N-1,000
WTNC	Thomasville, N.C.	790	D-1,000
WTND	Orangeburg, S.C.	1270	D-1,000
WTNJ	Trenton, N.J.	1300	D-250
WTNS	Coshocton, Ohio	1560	D-1,000
WTNT	Augusta, Ga.	1230	250
WTOB	Winston Salem, N.C.	710	D-1,000
WTOC	Savannah, Ga.	1290	5,000
WTOD	Toledo, Ohio	1560	D-1,000
WTOK	Meridian, Miss.	1450	250

(Continued)

DIRECTORY OF COMMERCIAL TELEVISION STATIONS BY CALL LETTERS

† Construction permit

Corrected to January 1, 1949

Call Letters	City	Frequency in Mc.	Channel
†KARO	Riverside, California	44-50	1
†KBTV	Dallas, Texas	180-186	8
KDYL-TV	Salt Lake City, Utah	66-72	4
†KECA-TV	Los Angeles, California	174-180	7
†KEYL	San Antonio, Texas	76-82	5
KFI-TV	Los Angeles, California	186-192	9
†KFMB-TV	San Diego, California	180-186	8
†KGDM-TV	Stockton, California	180-186	8
†KGO-TV	San Francisco, California	174-180	7
KLAC-TV	Los Angeles, California	210-216	13
†KLEE-TV	Houston, Texas	54-60	2
†KMA-TV	Omaha, Nebraska	60-66	3
†KNBH	Los Angeles, California	66-72	4
KOB-TV	Albuquerque, New Mexico	66-72	4
†KOVB	Tulsa, Oklahoma	82-88	6
†KPIX	San Francisco, California	76-82	5
†KRLD-TV	Dallas, Texas	66-72	4
†KRON-TV	San Francisco, California	66-72	4
KRSC-TV	Seattle, Washington	76-82	5
KSD-TV	St. Louis, Missouri	76-82	5
†KSL-TV	Salt Lake City, Utah	76-82	5
KSTP-TV	St. Paul, Minnesota	76-82	5
KTLA	Hollywood, California	76-82	5
†KTLX	Phoenix, Arizona	76-82	5
†KTRV	Minneapolis, Minnesota	186-192	9
†KTSL	Hollywood, California	44-50	1
†KTTV	Los Angeles, California	198-204	11
†KTVU	Portland, Oregon	60-66	3
WAAM	Baltimore, Maryland	210-216	13
WABD	New York, New York	76-82	5
†WAFM-TV	Birmingham, Alabama	210-216	13
WAGA-TV	Atlanta, Georgia	76-82	5
†WAGE-TV	Syracuse, New York	192-198	10
WATV	Newark, New Jersey	210-216	13
WAVE-TV	Louisville, Kentucky	76-82	5
WBAL-TV	Baltimore, Maryland	198-204	11
WBAP-TV	Fort Worth, Texas	76-82	5
WBEN-TV	Buffalo, New York	66-72	4
WBKB	Chicago, Illinois	66-72	4
†WBNT	Columbus, Ohio	192-198	10
†WBRC-TV	Birmingham, Alabama	66-72	4
†WBT-TV	Charlotte, North Carolina	60-66	3
WBZ-TV	Boston, Massachusetts	66-72	4
WCAU-TV	Philadelphia, Pennsylvania	192-198	10
†WCBS-TV	New York, New York	54-60	2
†WCON-TV	Atlanta, Georgia	54-60	2
WCPO-TV	Cincinnati, Ohio	174-180	7
†WDAF-TV	Kansas City, Missouri	66-72	4
†WDEL-TV	Wilmington, Delaware	174-180	7
WDSU-TV	New Orleans, Louisiana	82-88	6
†WDTV	Pittsburgh, Pennsylvania	60-66	3
†WEEK-TV	Peoria, Illinois	204-210	12
WENR-TV	Chicago, Illinois	174-180	7
WEWS	Cleveland, Ohio	76-82	5
†WFBM-TV	Indianapolis, Indiana	82-88	6
WFIL-TV	Philadelphia, Pennsylvania	82-88	6
†WGAL-TV	Lancaster, Pennsylvania	66-72	4
WGN-TV	Chicago, Illinois	186-192	9
†WHAS-TV	Louisville, Kentucky	186-192	9
†WHBF-TV	Rock Island, Illinois	66-72	4
WHEN	Syracuse, New York	180-196	8
†WHIO-TV	Dayton, Ohio	210-216	13
†WHTM	Rochester, New York	82-88	6
†WICU	Erie, Pennsylvania	204-210	12
WJAC-TV	Johnstown, Pennsylvania	210-216	13
†WJAR-TV	Providence, Rhode Island	198-204	11
†WJAX-TV	Jacksonville, Florida	54-60	2
†WJBK-TV	Detroit, Michigan	54-60	2
†WJHP-TV	Jacksonville, Florida	180-186	8
†WJIM-TV	Lansing, Michigan	82-88	6
WJZ-TV	New York, New York	174-180	7
†WKAL-TV	Utica, New York	210-216	13
†WKRC-TV	Cincinnati, Ohio	198-204	11
†WKY-TV	Oklahoma City, Oklahoma	66-72	4
†WKZO-TV	Kalamazoo, Michigan	60-66	3
†WLAV-TV	Grand Rapids, Michigan	174-180	7
†WLWC	Columbus, Ohio	60-66	3
†WLWD	Dayton, Ohio	76-82	5
WLWT	Cincinnati, Ohio	66-72	4
WMAL-TV	Washington, D. C.	174-180	7
WMAR-TV	Baltimore, Maryland	54-60	2
†WMBD-TV	Peoria, Illinois	82-88	6
†WMBR-TV	Jacksonville, Florida	66-72	4
WMCT	Memphis, Tennessee	66-72	4
WNAC-TV	Boston, Massachusetts	174-180	7
†WNBF-TV	Binghamton, New York	204-210	12
WNBK	Cleveland, Ohio	66-72	4
WNBQ	Chicago, Illinois	76-82	5
WNBT	New York, New York	66-72	4
WNBW	Washington, D. C.	66-72	4
WNHC-TV	New Haven, Connecticut	82-88	6
†WOAI-TV	San Antonio, Texas	66-72	4
†WOC-TV	Davenport, Iowa	76-82	5
†WOI-TV	Ames, Iowa	66-72	4
†WOIC	Washington, D. C.	186-192	9
†WOR-TV	New York, New York	186-192	9
†WOW-TV	Omaha, Nebraska	82-88	6
†WPDQ-TV	Jacksonville, Florida	82-88	6
WPIX	New York, New York	198-204	11
WPTZ	Philadelphia, Pennsylvania	60-66	3
WRGB	Schenectady, New York	66-72	4
†WRTB	Waltham, Massachusetts	54-60	2
†WRTV	New Orleans, Louisiana	66-72	4
†WSAZ-TV	Huntington, West Virginia	76-82	5
WSB-TV	Atlanta, Georgia	180-186	8
†WSEE	St. Petersburg, Florida	174-180	7
†WSM-TV	Nashville, Tennessee	66-72	4
WSPD-TV	Toledo, Ohio	210-216	13
†WTAR-TV	Norfolk, Virginia	66-72	4
†WTCN-TV	Minneapolis, Minnesota	66-72	4
†WTLE	Greensboro, North Carolina	54-60	2
WTMJ-TV	Milwaukee, Wisconsin	60-66	3
†WTPS-TV	New Orleans, Louisiana	174-180	7
†WTTE	Syracuse, New York	76-82	5
WTTG	Washington, D. C.	76-82	5
†WTTV	Bloomington, Indiana	192-198	10
†WTVJ	Miami, Florida	66-72	4
†WTVN	Columbus, Ohio	82-88	6
WTVR	Richmond, Virginia	82-88	6
†WUTV	Indianapolis, Indiana	60-66	3
†WVTL	Utica, New York	60-66	3
†WXEL	Parma, Ohio	186-192	9
WWJ-TV	Detroit, Michigan	66-72	4
WXYZ-TV	Detroit, Michigan	174-180	7

AM STATIONS BY CALL LETTERS

(Continued)

Call Letters	City	Frequency In KC	Power In Watts
WTOL	Toledo, Ohio	1230	250
WTOM	Bloomington, Ind.	1490	250
WTON	Staunton, Va.	1400	250
WTOP	Washington, D.C.	1500	50,000
WTOR	Torrington, Conn.	1490	250
WTPR	Paris, Tenn.	710	D-250
WTPS	New Orleans, La.	940	D-1,000
WTRC	Elkhart, Ind.	1340	250
WTRF	Bellaire, O.	1290	D-1,000
WTRR	Sanford, Fla.	1400	250
WTRY	Troy, N.Y.	980	5,000
WTSB	Lumberton, N.C.	1340	250
WTSP	St. Petersburg, Fla.	1380	5,000
WTSV	Claremont, N.H.	1230	250
WTTH	Port Huron, Mich.	1360	D-1,000
WTTM	Trenton, N.J.	920	1,000
†WTTS	Bloomington, Ind.	1370	LS-1,000 N-500
WTUX	Wilmington, Del.	1290	D-500
WTVL	Waterville, Me.	1490	250
WTWA	Thomson, Ga.	1240	250
WTWS	Clearfield, Pa.	1490	250
WTWT	Stevens Point, Wis.	1010	D-250
†WTXL	W. Springfield, Mass.	1490	250
WTYC	Rock Hill, S.C.	1150	D-1,000
WTYS	Marianna, Fla.	1340	250
†WULA	Eufaula, Ala.	1240	250
WUSN	Charleston, S.C.	1450	250
WVAM	Altoona, Pa.	1430	1,000
WVCG	Coral Gables, Fla.	1070	D-1,000
WVCH	Chester, Pa.	740	D-250
WVEC	Hampton, Va.	1050	D-250
WVET	Rochester, N.Y.	1280	5,000
WVIM	Vicksburg, Miss.	1490	250
WVJP	Caguas, P.R.	1110	250
WVJS	Owensboro, Ky.	1420	1,000
WVLK	Versailles, Ky.	590	1,000
WVLN	Olney, Ill.	740	D-250
WVMC	Mt. Carmel, Ill.	1360	D-500
†WVMI	Biloxi, Miss.	570	D-1,000
†WVNJ	Newark, N.J.	620	5,000
WVOK	Birmingham, Ala.	690	D-10,000
WVOM	Brookline, Mass.	1600	5,000
WVOS	Liberty, N.Y.	1240	250
WVOT	Wilson, N. C.	1420	D-1,000
WVPO	Stroudsburg, Pa.	840	D-250
WVVW	Fairmont, W.Va.	1490	250
WWBZ	Vineland, N.J.	1360	D-1,000
WWCO	Waterbury, Conn.	1240	250
WWDC	Washington, D.C.	1450	250
WWEZ	New Orleans, La.	690	D-1,000 *5,000
WWGP	Sanford, N.C.	1050	D-1,000
WWGS	Tifton, Ga.	1340	250
WWJ	Detroit, Mich.	950	5,000
WWL	New Orleans, La.	870	50,000
WWNC	Asheville, N.C.	570	5,000
WWNF	Fayetteville, N.C.	1230	250
WWNH	Rochester, N.H.	930	D-1,000
WWNR	Beckley, W.Va.	1450	250
WWNS	Stateboro, Ga.	1490	250
WWNY	Watertown, N.Y.	790	1,000
WWOD	Lynchburg, Va.	1390	1,000
WWOK	Flint, Mich.	1470	1,000
WWOL	Lackawanna, N.Y.	1120	D-1,000
WWON	Woonsocket, R.I.	1240	250
†WWPA	Williamsport, Pa.	1340	250
WWPB	Miami, Fla.	1450	250
WWPF	Palatka, Fla.	800	D-250
WWPG	Palm Beach, Fla.	1340	250
WWRL	Woodside, N.Y.	1600	250 *5,000
WWSC	Glen Falls, N.Y.	1450	250
WWSO	Springfield, O.	1210	D-250
WWSR	St. Albans, Vt.	1420	D-1,000
WWST	Wooster, Ohio	960	D-500
WWSW	Pittsburgh, Pa.	1490 *970	250 *5,000
WWVA	Wheeling, W.Va.	1170	50,000
WWWB	Jasper, Ala.	1240	250
†WWWW	Rio Piedras, P.R.	1520	250
WWXL	Peoria, Ill.	1590	1,000
†WWYO	Pineville, W.Va.	970	D-1,000
WXAL	Demopolis, Ala.	1400	250
WXGI	Richmond, Va.	740	D-1,000
WXKW	Albany, N.Y.	850	10,000
WXLT	Ely, Minn.	1450	250
WXLW	Indianapolis, Ind.	1590	D-1,000
WXRA	Kenmore, N.Y.	1080	D-1,000
WXRF	Guayama, P.R.	1590	1,000
WXYZ	Detroit, Mich.	1270	5,000
WZIP	Covington, Ky.	1050	D-250

FREQUENCY MEASURING SERVICES

WILLIAM W. L. BURNETT RADIO LABORATORY—4814 Idaho St., San Diego 4, Cal. Telephone: Talbot 4943. William W. L. Burnett, engineer in charge.

COMMERCIAL RADIO EQUIPMENT Co.—Porter Bldg., Kansas City 2. Telephone: Logan 8821. L. O. Nigh, engineer in charge of frequency measurements. East Coast Office; International Bldg., Washington 4, D.C. Telephone: District 1319. Everett L. Dillard, general manager.

DALE POLLACK—352 Pequot Ave., New London, Conn. Tel.: 2-4824.

RCA COMMUNICATIONS Inc.—66 Broad St., New York 4. Tel.: Hanover 2-1811. *Officers:* Harry C. Myles, president; Sidney Sparks, vice president for commercial activities; Louis de Bottari, commercial manager. Branch: Riverhead, L. I., N. Y.; Tel.: 2290; E. C. Rundquist, manager. Branch: San Francisco 8; tel.: Garfield 4200; H. E. Austin, manager.

T & T RADIO MEASUREMENTS Co.—1577 Cross Roads-of-the-World, Hollywood 28. Tel.: Gladstone 6455. Jay E. Tapp and Raymond B. Torian, co-owners.

VAN NOSTRAND RADIO ENGINEERING SERVICE—339 Leland Terrace, N. E. Atlanta, Ga. Tel.: Dearborn 4774.

WASHINGTON INSTITUTE OF TECHNOLOGY—5005 Calvert Rd., College Park, Md. Tel.: Warfield 9000. Supervisor, Frequency Monitoring Section: J. W. Hutton; Director, Engineering Division: C. B. Knudson.

NATHAN WILLIAMS FREQUENCY MEASUREMENTS—20 Algoma Blvd., Oshkosh, Wis., Tel.: Blackhawk 22.

DIRECTORY OF FM STATIONS BY CALL LETTERS

*Construction permit

as of January 1, 1949

Call Letters	Location	Frequency Mcs.	Channel No.
KAGH-FM	Pasadena, Calif	98.3	252
*KAIR	Laredo, Tex	96.5	243
KAKC-FM	Tulsa, Okla	95.5	238
KALB-FM	Alexandria, La	96.9	245
KARM-FM	Fresno, Calif	101.9	270
KBEE	Modesto, Calif	103.3	277
KBIG-FM	Des Moines, Ia	92.3	222
KBIX-FM	Muskogee, Okla	98.5	253
*KBMA	Beaumont, Tex	107.9	300
KMBT	San Bernardino, Calif.	99.9	260
KBOA-FM	Kennett, Mo	98.9	255
*KBON-FM	Omaha, Neb	98.7	254
KBTM-FM	Jonesboro, Ark	101.9	270
KBTR	Minneapolis, Minn	98.5	253
*KBUK	Dallas, Tex	107.9	300
KBUR-FM	Burlington, Iowa	92.9	225
*KCBC-FM	Des Moines, Iowa	94.1	231
*KCBD-FM	Lubbock, Tex	96.3	242
KCFM	Kansas City, Mo	94.9	235
KCKN-FM	Kansas City, Kan	106.7	294
KCLI	Los Angeles, Calif	105.1	286
KCMC-FM	Texarkana, Tex	98.1	251
*KCON	Atlantic, Iowa	106.5	293
KCRA-FM	Sacramento, Calif	96.1	241
KCRC-FM	Enid, Okla	102.7	274
KCRK	Cedar Rapids, Iowa	96.9	245
*KCRN	Palo Alto, Calif	97.7	249
*KCSB-FM	Colton, Calif	94.3	232
KDFC	San Francisco, Cal	102.1	271
KDKA-FM	Pittsburgh, Pa	92.9	225
KDNT-FM	Denton, Tex	106.1	291
KDON-FM	Monterey, Calif	94.5	233
*KDRO-FM	Sedalia, Mo	99.7	259
KDTH-FM	Dubuque, Iowa	100.5	263
KDYL-FM	Salt Lake City, Utah	98.7	254
KECA-FM	Los Angeles, Calif	95.5	238
*KECK-FM	Odessa, Tex	97.5	248
KENO-FM	Las Vegas, Nev	103.9	280
KERN-FM	Bakersfield, Calif	94.1	231
KEX-FM	Portland, Ore	92.3	222
KFAB-FM	Lincoln, Neb	97.9	250
KFAC-FM	Los Angeles, Calif	104.3	282
KFAM-FM	St. Cloud, Minn	104.7	284
*KFBA	Cheyenne, Wyo	101.1	266
KFBK-FM	Sacramento, Calif	96.9	245
*KFDA-FM	Amarillo, Tex	100.3	262
*KFIM-FM	Beaumont, Tex	93.3	227
*KFDX-FM	Wichita, Falls, Tex	106.5	293
KFEL-FM	Denver, Col	97.3	247
KFEQ-FM	St. Joseph, Mo	92.3	222
*KFEY	Fresno, Calif	95.5	238
KFH-FM	Wichita, Kan	100.3	262
KFI-FM	Los Angeles, Calif	105.9	290
*KFLW-FM	Klamath Falls, Ore	94.5	233
KFMB-FM	San Diego, Calif	101.5	268
*KFMP	Red Wing, Minn	92.7	224
*KFMU	Seattle, Wash	102.9	275
KFMV	Los Angeles, Calif	94.7	234
KFMX	Council Bluffs, Iowa	96.1	241
KFMY	Fort Dodge, Iowa	102.7	274
*KFNF-FM	Shenandoah, Iowa	103.3	277
KFOR-FM	Lincoln, Neb	102.9	275
KFPW-FM	Fort Smith, Ark	94.9	235
KFSA-FM	Fort Smith, Ark	107.7	299
KFSD-FM	San Diego, Calif	94.1	231
KFUO-FM	Clayton, Mo	104.1	281
*KFVS-FM	Cape Girardeau, Mo	95.7	239
KFXD-FM	Nampa, Ida	101.9	270
KFXM-FM	San Bernardino, Calif	95.1	236
KFYO-FM	Lubbock, Tex	99.5	258
KGAR-FM	Garden City, Kan	99.3	257
KGBS-FM	Harlingen, Tex	94.7	234
KGIM-FM	Stockton, Calif	92.9	225
KGKB-FM	Tyler, Tex	101.5	268
KGKL-FM	San Angelo, Tex	94.5	233
*KGLE	Grand Prairie, Tex	103.1	276
KGLO-FM	Mason City, Iowa	101.1	266
KGNC-FM	Amarillo, Tex	104.3	282
KGO-FM	San Francisco, Calif	106.1	291
KGPO	Grants Pass, Ore	96.9	245
KGW-FM	Portland, Ore.	100.3	262
*KHBL	Plainview, Tex	107.3	297
*KHCO	Houston, Tex	106.1	291
KHJ-FM	Los Angeles, Calif	101.1	266
*KHWO	Brownwood, Tex	105.9	290
*KID-FM	Idaho Falls, Ida	103.3	277
KIDO-FM	Boise, Idaho	106.1	291
*KIMO-FM	Independence, Mo	104.3	282
KIMV	Hutchinson, Kan	105.7	289
KING-FM	Seattle, Wash	94.9	235
*KIOA-FM	Des Moines, Iowa	98.5	253
KIRO-FM	Seattle, Wash	100.7	264
KISS	San Antonio, Tex	99.5	258
KIXL-FM	Dallas, Tev	104.5	283
KJBS-FM	San Francisco, Calif	98.9	255
KKLA	Los Angeles, Calif	97.1	246
KLCN-FM	Blytheville, Ark	96.1	241
KLTI-FM	Longview, Tex	105.9	290
*KLUF-FM	Galveston, Tex	98.7	254
KLX-FM	Oakland, Calif	101.3	267
KLZ-FM	Denver, Col	94.1	231
KMAR	Bakersfield, Calif	92.5	223
*KMAU	Los Angeles, Calif	97.9	250
KMBC-FM	Kansas City, Mo	100.5	263
*KMED-FM	Medford, Ore	105.1	286
KMFM	Monroe, La	104.1	281
KMGM	Los Angeles, Calif	98.7	254
KMHB	Belton, Tex	97.1	246
*KMJ-FM	Fresno, Calif	97.9	250
KMPC-FM	Los Angeles, Calif	100.3	262
KMUS-FM	Muskogee, Okla	101.5	268
KMYC-FM	Marysville, Calif	99.9	260
KNBC-FM	San Francisco, Calif	99.7	259
KNEX	McPherson, Kan	103.3	277
*KNOB	Long Beach, Calif	103.1	276
*KNOE-FM	Monroe, La	103.3	277
KNX-FM	Los Angeles, Calif	93.1	226
KOA-FM	Denver, Col	95.7	239
KOAD	Omaha, Neb	92.9	225
*KOAK	Clinton, Okla	107.5	298
KOCS-FM	Ontario, Calif	93.5	228
KOCY-FM	Oklahoma City, Okla	94.7	234
*KOIL-FM	Omaha, Nebr.	104.1	281
KOIN-FM	Portland, Ore	101.1	266
KOKX-FM	Keokuk, Iowa	102.7	274
KOMA-FM	Oklahoma City, Okla	105.9	290
*KOMB	Los Angeles, Calif	101.9	270
*KOMO-FM	Seattle, Wash	98.9	255
KONO-FM	San Antonio, Tex	92.9	225
KOPP-FM	Ogden, Utah	103.9	280
KOPY	Houston, Tex	97.9	250
*KOTA-FM	Rapid City, S.D	94.7	234
*KOWN	Conway, Ark	97.7	249
KOZY	Kansas City, Mo	98.1	251
*KPAC-FM	Port Arthur, Tex	101.9	270
*KPFA	Berkeley, Calif	100.1	261
KPFM	Portland, Ore	97.1	246
KPOJ-FM	Portland, Ore	98.7	254
KPOR	Riverside, Calif	97.5	248
KPRA	Portland, Ore	95.5	238
KPRC-FM	Houston, Tex	102.9	275
*KPSC-FM	Phoenix, Ariz	98.5	253
*KPST-FM	Preston, Ida	92.5	223
*KPYR	Raymondville, Tex	101.7	269
KQV-FM	Pittsburgh, Pa	98.1	251
KQW-FM	San Francisco, Calif	103.7	279
KRBA-FM	Lufkin, Tex	95.5	238
KRBC-FM	Abilene, Tex	96.9	245
KRCC	Richmond, Calif	104.5	283
*KRCN	Riverside, Calif	99.1	256
*KRE-FM	Berkeley, Calif	102.9	275
*KREC	Redland, Calif	103.9	280
KRED	Eureka, Calif	96.3	242
*KREL-FM	Goose Creek, Tex	92.1	221
KRFM	Fresno, Calif	93.7	229
*KRGV-FM	Weslaco, Tex	93.7	229
KRIC-FM	Beaumont, Tex	99.5	258
KRJM	Santa Maria, Calif	103.1	276
KRKD-FM	Los Angeles, Calif	96.3	242
KRLD-FM	Dallas, Tex	92.5	223
*KRMD-FM	Shreveport, La	101.1	266
*KRNA	Okmulgee, Okla	93.5	228
KRNT-FM	Des Moines, Iowa	104.5	283
KROC-FM	Rochester, Minn	94.7	234
KRON-FM	San Francisco, Calif	96.5	243
KROS-FM	Clinton, Iowa	96.1	241
*KROW-FM	Oakland, Calif	95.7	239
*KROY-FM	Sacramento, Calif	94.5	233
KRPO	San Jose, Calif	92.3	222
KRSC-FM	Seattle, Wash	98.1	251
*KRST-FM	Tyler, Tex	97.3	247
*KRUZ-FM	Santa Cruz, Calif	107.7	299
KSBR	San Bruno, Calif	100.5	263
KSBS	Kansas City, Kan	105.9	290
KSCJ-FM	Sioux City, Iowa	94.9	235
KSD-FM	St. Louis, Mo	96.1	241
KSDO	San Diego, Calif	96.5	243
KSEI-FM	Pocatello, Ida	96.5	243
*KSEL-FM	Lubbock, Tex	107.9	300
KSEO-FM	Durant, Okla	107.3	297
KSFH	San Francisco, Calif	94.9	235
*KSGM-FM	Ste Genevieve, Mo	105.7	289
*KSIB-FM	Creston, Iowa	107.3	297
KSJO-FM	San Jose, Calif	95.3	237
*KSKY-FM	Dallas, Tex	106.9	295
KSL-FM	Salt Lake City, Utah	100.3	262
KSO-FM	Des Moines, Iowa	97.3	247
KSPI-FM	Stillwater, Okla	93.9	230
*KSRO-FM	Santa Rosa, Calif	102.5	273
*KSSB	San Antonio, Tex	105.7	289
KSTP-FM	St. Paul, Minn	102.1	271
*KSWO-FM	Lawton, Okla	101.3	267
*KSWW	Ft. Worth, Tex	93.3	227
KTBI-FM	Tacoma, Wash	96.5	243
*KTBS-FM	Shreveport, La	96.5	243
KTEM-FM	Temple, Tex	107.5	298
KTFI-FM	Twin Falls, Ida	99.7	259
*KTIS-FM	Minneapolis, Minn	105.9	290
KTNT	Tacoma, Wash	97.3	247
KTOK-FM	Oklahoma City, Okla	104.3	282
*KTOP-FM	Topeka, Kan	99.5	258
*KTRB-FM	Modesto, Calif	104.1	281
KTRH-FM	Houston, Tex	101.1	266
KTRN-FM	Wichita Falls, Tex	97.3	247
*KTSA-FM	San Antonio, Tex	104.1	281
*KTSC-FM	Tucson, Ariz	99.5	258
KTTS-FM	Springfield, Mo	94.7	234
KTUL-FM	Tulsa, Okla	97.1	246
KUGN-FM	Eugene, Ore	99.1	256
KUOA-FM	Siloam Springs, Ark	105.7	289
KURV-FM	Edinburg, Tex	104.9	285
*KVAI-FM	Amarillo, Tex	93.1	226
KVCI	Chico, Calif	101.1	266
KVEC-FM	San Luis Obispo, Calif	99.9	260
*KVKO	Harlingen, Tex	98.3	252
KVME	Merced, Calif	97.5	248
*KVMR	McAllen, Tex	100.9	265
KVNJ-FM	Fargo, N D	92.3	222
KVOB-FM	Alexandria, La	99.7	259
KVOE-FM	Santa Ana, Calif	96.7	244
*KVOL-FM	Lafayette, La	96.1	241
*KVOM	Madera, Calif	103.9	280
KVRE	Redding, Calif	103.9	280
*KVRO	Brownsville, Tex	107.1	296
*KVSM-FM	San Mateo, Calif	100.9	265
KVSO-FM	Ardmore, Okla	93.7	229
KVWC-FM	Vernon, Tex	98.7	254
*KWBB-FM	Wichita, Kan	97.9	250
KWBR-FM	San Francisco, Cal	97.3	247
KWBW-FM	Hutchinson, Kan	93.1	226
*KWEI-FM	Weiser, Ida	100.9	265
*KWEM-FM	West Memphis, Ark	105.9	290
KWFM	San Diego, Calif	104.7	284
KWFT-FM	Wichita Falls, Tex	99.9	260
*KWGD	St. Louis, Mo	98.1	251
*KWHN-FM	Fort Smith, Ark	104.1	281
*KWIK-FM	Burbank, Calif	94.3	232
KWIL-FM	Albany, Ore	101.7	269
KWK-FM	St. Louis, Mo	99.1	256
KWKH-FM	Shreveport, La	94.5	233
KWLK-FM	Longview, Wash	103.9	280
KWNO-FM	Winona, Minn	97.5	248
KWOC-FM	Poplar Bluff, Mo	94.5	233
KWOS	Jefferson City, Mo	98.5	253
*KWOW	Omaha, Neb	99.9	260
*KWPC-FM	Muscatine, Iowa	99.7	259
KWRN-FM	Reno, Nev	95.5	238
KXEL-FM	Waterloo, Iowa	105.7	289
*KXL-FM	Portland, Ore	103.5	278
KXLW-FM	Clayton, Mo	101.1	266
KXOA-FM	Sacramento, Calif	107.9	300
KXOK-FM	St. Louis, Mo	93.7	229
KXYZ-FM	Houston, Tex	96.5	243
KYFM	San Antonio, Tex	101.5	268
KYSM-FM	Mankato, Minn	103.5	278
KYW-FM	Philadelphia, Pa	92.5	223
*WAAF-FM	Chicago, Ill	103.5	278
WAAT-FM	Newark, N. J	94.7	234
WABB	Mobile, Ala	102.1	271
WABF	New York, N. Y	99.5	258
WABX	Harrisburg, Pa	100.9	265
WACE-FM	Chicopee, Mass	100.3	262
*WADC-FM	Akron, Ohio	96.5	243
*WADW-FM	New Orleans, La	107.5	298
WAFB-FM	Baton Rouge, La	104.3	282
WAFM	Birmingham, Ala	99.5	258
WAGA-FM	Atlanta, Ga	103.3	277
*WAGC-FM	Chattanooga, Tenn	101.1	266
WAGE-FM	Syracuse, N. Y	98.5	253
WAIR-FM	Winston-Salem, N. C	93.1	226
WAJL	Flint, Mich	107.1	296
WAJR-FM	Morgantown, W. Va	99.3	257
WAKR-FM	Akron, O	97.5	248
*WALA-FM	Mobile, Ala	94.9	235
WAMS-FM	Wilmington, Del	96.1	241
WAND-FM	Canton, O	92.5	223
*WANQ	Camden, N. J	100.9	265
WAPJ	Altoona, Pa	96.5	243
WAPO-FM	Chattanooga, Tenn	94.7	234
WARD-FM	Johnstown, Pa	105.3	287
WARL-FM	Arlington, Va	105.5	288
WARM-FM	Scranton, Pa	105.7	289
WASH	Washington, D. C	97.1	246
*WATC	Morristown, N. J	105.5	288
WATG	Ashland, O	101.3	267
WATL-FM	Atlanta, Ga	97.5	248
WAUX-FM	Waukesha, Wis	95.3	237
WAVZ-FM	New Haven, Conn	95.1	236
WAYS-FM	Charlotte, N. C	107.7	299
WAZL-FM	Hazleton, Pa	97.9	250
WBAB-FM	Atlantic City, N. J	100.7	264
*WBAP-FM	Ft. Worth, Tex	100.5	263
WBBB-FM	Burlington, N. C	101.1	266
*WBBC-FM	Flint, Mich	99.9	260
WBBM-FM	Chicago, Ill	97.1	246
WBBO-FM	Forest City, N. C	93.3	227
WBCA	Schenectady, N. Y	101.1	266
*WBCC-FM	Bethesda, Md	103.1	276
WBCM-FM	Bay City, Mich	96.1	241
*WBCO	Detroit, Mich	107.5	298
WBEC-FM	Pittsfield, Mass	94.3	232
WBEN-FM	Buffalo, N. Y	106.5	293
WBET-FM	Brockton, Mass	97.7	249
*WBEY	Bay Shore, N. Y	107.1	296
WBGE-FM	Atlanta, Ga	95.5	238
WBIB	New Haven, Conn	100.7	264
WBIK	Chicago, Ill	96.3	242
*WBIR-FM	Knoxville, Tenn	100.3	262
*WBIX-FM	Rome, Ga	104.9	285
*WBKA-FM	Brockton, Mass	107.1	296
*WBKT	Brockton, Mass	106.3	292
*WBLK-FM	Clarksburg, W. Va	101.9	270
WBML-FM	Macon, Ga	100.7	264
WBMS-FM	Boston, Mass	104.1	281
*WBMY	Worcester, Mass	95.1	236
WBNB	Beloit, Wis	107.3	297
WBNU	Aurora, Ill	103.9	280
WBNY-FM	Buffalo, N. Y	92.9	225
WBOC-FM	Salisbury, Md	97.5	248
WBON	Bowling Green, Ky	101.1	266
WBOW-FM	Terre Haute, Ind	101.1	266
WBOX	Louisville, Ky	100.7	264
*WBRC-FM	Birmingham, Ala	102.5	273
WBRE-FM	Wilkes-Barre, Pa	98.5	253
WBRL	Baton Rouge, La	98.1	251
*WBRY-FM	Waterbury, Conn	102.5	273
*WBSM	New Bedford, Mass	97.3	247
WBT-FM	Charlotte, N. C	99.9	260
*WBTC	Bridgeport, Conn	101.5	268
WBTM-FM	Danville, Va	97.9	250
*WBUT-FM	Butler, Pa	103.9	280
WBUZ	Bradbury Heights, Md	96.7	244
WBYS-FM	Canton, Ill	100.9	265
WBZ-FM	Boston, Mass	92.9	225
WBZA-FM	Springfield, Mass	97.1	246
WCAC	Anderson, S. C	101.1	266
WCAE-FM	Pittsburgh, Pa	96.1	241
WCAO-FM	Baltimore, Md	102.7	274
WCAP-FM	Asbury Park, N. J	107.1	296
WCAR-FM	Pontiac, Mich	99.5	258
WCAU-FM	Philadelphia, Pa	98.1	251

(Continued)

(Continued)

Call Letters	Location	Frequency Mcs.	Channel No.
*WCAV-FM	Norfolk, Va	103.3	277
*WCBM-FM	Baltimore, Md	93.1	226
WCBS-FM	New York, N. Y	101.1	266
WCBT-FM	Roanoke Rapids, N. C	98.5	253
*WCCP-FM	Savannah, Ga	95.5	238
WCEC-FM	Rocky Mount, N. C	100.7	264
WCED-FM	Dubois, Pa	102.1	271
WCFC	Beckley, W. Va	101.3	267
WCFL-FM	Chicago, Ill	104.3	282
WCFM	Washington, D. C	99.5	258
WCFR	Fall River, Mass	93.5	228
WCHA-FM	Chambersburg, Pa	95.9	240
WCIL-FM	Carbondale, Ill	100.7	264
WCLC	Clarksville, Tenn	106.7	294
WCLO-FM	Janesville, Wis	99.9	260
WCLT-FM	Newark, O	100.3	262
WCMI-FM	Ashland, Ky	93.7	229
WCMW-FM	Canton, O	94.9	235
WCNB-FM	Connersville, Ind	100.3	262
*WCNR-FM	Bloomsburg, Pa	99.3	257
WCNT-FM	Centralia, Ill	96.5	243
WCOA-FM	Pensacola, Fla	98.9	255
WCOD	Richmond, Va	98.1	251
WCOH-FM	Newman, Ga	92.3	222
WCOL-FM	Columbus, O	92.3	222
WCON-FM	Atlanta, Ga	98.5	253
WCOP-FM	Boston, Mass.	100.7	264
WCOU-FM	Lewiston, Me	93.9	230
WCOV-FM	Montgomery, Ala	94.5	233
*WCPO-FM	Cincinnati, O	105.1	286
WCRS-FM	Greenwood, S. C	95.7	239
WCSC-FM	Charleston, S. C	96.9	245
WCSI	Columbus, Ind	93.7	229
WCTC-FM	New Brunswick, N. J	98.3	252
WCTS	Cincinnati, O	101.9	270
WCTW	New Castle, Ind	103.1	276
WCUM-FM	Cumberland, Md	102.9	275
*WCUO	Cleveland, O	103.3	277
WCVS-FM	Springfield, Ill	102.9	275
*WCYB-FM	Bristol, Va	105.3	287
WDAE-FM	Tampa, Fla	105.7	289
WDAK-FM	Columbus, Ga	107.9	300
*WDAR-FM	Savannah, Ga	96.5	243
*WDAS-FM	Philadelphia, Pa	96.5	243
*WDBF	Daytona Beach, Fla	97.5	248
WDBJ-FM	Roanoke, Va	94.9	235
*WBDO-FM	Orlando, Fla	92.3	222
WDBQ	Dubuque, Iowa	103.3	277
*WDEF-FM	Chattanooga, Tenn	102.1	271
*WDEL-FM	Wilmington, Del	93.7	229
*WDET-FM	Detroit, Mich	101.9	270
*WDFM	Detroit, Mich	105.9	290
WDHN	New Brunswick, N. J	93.5	228
WDLB-FM	Marshfield, Wis	103.9	280
WDNC-FM	Durham, N. C	105.1	286
*WDOD-FM	Chattanooga, Tenn	96.5	243
*WDOE	Oil City, Pa	98.5	253
WDOS-FM	Oneonta, N. Y	99.1	256
WDRC-FM	Hartford, Conn	93.7	229
*WDSU-FM	New Orleans, La	105.3	287
*WDSW	New Orleans, La	93.7	229
*WDUK-FM	Durham, N. C	102.5	273
*WDUN-FM	Gainesville, Ga	103.9	280
WDWS-FM	Champaign, Ill	97.5	248
WDXY	Spartanburg, S. C	100.5	263
*WEAL	Toledo, Ohio	107.9	300
*WEAM-FM	Arlington, Va	106.3	292
*WEAN-FM	Providence, R. I	94.1	231
*WEAS-FM	Decatur, Ga	96.7	244
WEAU-FM	Eau Claire, Wis	94.1	231
WEAW	Evanston, Ill	96.7	244
WEBC-FM	Duluth, Minn	92.3	222
WEBQ-FM	Harrisburg, Ill	99.9	260
WEBR-FM	Buffalo, N. Y	96.9	245
WEED-FM	Rocky Mount, N. C	92.1	221
WEEI-FM	Boston, Mass	103.3	277
*WEEL	Erie, Pa	97.1	246
WEEU-FM	Reading, Pa	92.9	225
WEEX	Easton, Pa	98.3	252
WEFM	Chicago, Ill	99.5	258
WEHS	Chicago, Ill	97.9	250
WEIM-FM	Fitchburg, Mass	104.7	284
WELD	Columbus, O	97.1	246
WELI-FM	New Haven, Conn	107.9	300
WELL-FM	Battle Creek, Mich	102.1	271
*WEMB-FM	San Juan, P. R	101.1	266
WEMP-FM	Milwaukee, Wis	94.1	231
WENE-FM	Endicott, N. Y	101.7	269
WENR-FM	Chicago, Ill	94.7	234
WENY-FM	Elmira, N. Y	106.9	295
WEOL-FM	Elyria, Ohio	107.3	297
WEPM-FM	Martinsburg, W. Va	94.3	232
WERC-FM	Erie, Pa	99.9	260
WERE-FM	Cleveland, O	98.5	253
WESB-FM	Bradford, Pa	97.5	248
WESC-FM	Greenville, S. C	92.5	223
WEST-FM	Bethlehem, Pa	107.9	300
WEW-FM	St. Louis, Mo	95.1	236
WEWS-FM	Cleveland, O	102.1	271
*WEXI	St. Charles, Ill	106.3	292
WEXL-FM	Royal Oak, Mich	104.3	282
WFAA-FM	Dallas, Tex	97.9	250
WFAH	Alliance, O	101.7	269
WFAM	Lafayette, Ind	95.1	236
WFAS-FM	White Plains, N. Y	103.9	280
WFBC-FM	Greenville, S. C	93.7	229
WFBG-FM	Altoona, Pa	103.7	279
WFBL-FM	Syracuse, N. Y	93.1	226
*WFBM-FM	Indianapolis, Ind	97.9	250
WFBR-FM	Baltimore, Md	101.9	270
*WFCI-FM	Pawtucket, R. I	101.5	268
*WFDF-FM	Flint, Mich	95.1	236
*WFET	Binghamton, N. Y	98.1	251
*WFFV	Suffolk, Va	106.1	291
WFHA	New Britain, Conn	103.7	279
WFHR-FM	Wisconsin Rapids, Wis	103.3	277
WFIL-FM	Philadelphia, Pa	102.1	271
WFIN-FM	Findlay, O	100.5	263
*WFIR	Danbury, Conn	94.5	233
*WFJL	Chicago, Ill	93.1	226
WFJS	Freeport, Ill	102.5	273
WFLA-FM	Tampa, Fla	93.3	227
*WFLN	Philadelphia, Pa	95.7	239
WFLY	Troy, N. Y	92.3	222
WFMD-FM	Frederick, Md	101.5	268
WFMF	Chicago, Ill	100.3	262
WFMI	Portsmouth, N. H	107.3	297
WFMJ-FM	Youngstown, O	105.1	286
WFML	Washington, Ind.	106.5	293
WFMN	Alpine, N. J	93.1	226
WFMR	New Bedford, Mass	98.1	251
WFMU	Crawfordsville, Ind	102.9	275
WFMY	Greensboro, N. C	97.3	247
WFMZ	Allentown, Pa	95.9	240
WFNC-FM	Fayetteville, N. C	98.1	251
WFNF	Wethersfield, N. Y	107.7	299
WFNS-FM	Burlington, N. C	93.9	230
WFOB	Fostoria, O	105.5	288
WFOW	Madison, Wis	104.9	285
*WFPG-FM	Atlantic City, N. J	98.5	253
*WFRB-FM	Utica, N. Y	93.7	229
WFRO	Fremont, O	99.3	257
WFRS	Grand Rapids, Mich	92.5	223
*WFSS	Coram, L. I., N. Y	103.1	276
WFTW-FM	Ft. Wayne, Ind	103.7	279
*WFWM	Atlanta, Ga	99.9	260
*WFYE	Miami, Fla	102.9	275
WGAA-FM	Cedartown, Ga	96.1	241
WGAL-FM	Lancaster, Pa	101.3	267
WGAN-FM	Portland, Me	101.9	270
*WGAU-FM	Athens, Ga	99.5	258
WGAY-FM	Silver Spring, Md	102.3	272
*WGAZ	Charleston, W. Va	98.5	253
WGBA-FM	Columbus, Ga	95.1	236
WGBG-FM	Greensboro, N. C	100.3	262
*WGBI-FM	Scranton, Pa	101.3	267
WGBR-FM	Goldsboro, N. C	93.3	227
WGBS-FM	Miami, Fla	96.3	242
WGCH	Greenwich, Conn	95.9	240
WGCM-FM	Gulfport, Miss	101.5	268
*WGET-FM	Elizabeth, N. J	95.9	240
WGFM	Schenectady, N. Y	99.5	258
WGH-FM	Newport News, Va	96.5	243
WGHF	New York, N. Y	101.9	270
*WGL-FM	Ft. Wayne, Ind	105.3	287
*WGLS-FM	Decatur, Ga	92.9	225
WGNB	Chicago, Ill	98.7	254
WGNC-FM	Gastonia, N. C	101.9	270
WGNR	New Rochelle, N. Y	93.5	228
WGOR	Ft. Lauderdale, Fla	106.5	293
*WGOS	Goshen, Ind	95.1	236
WGOV-FM	Valdosta, Ga	92.5	223
WGPA-FM	Bethlehem, Pa	95.1	236
*WGR-FM	Buffalo, N. Y	93.7	229
*WGSE	Grosse Pointe, Mich	98.3	252
WGST-FM	Atlanta, Ga	94.1	231
*WGTC-FM	Greenville, N. C	99.1	256
WGTM-FM	Wilson, N. C	106.7	294
WGTR	Worcester, Mass	99.1	256
WGUY-FM	Bangor, Me	93.1	226
WGYN	New York, N. Y	97.9	250
*WHAB-FM	Stroudsburg, Pa	96.7	244
WHAI-FM	Greenfield, Mass	98.3	252
WHAS-FM	Louisville, Ky	99.7	259
WHAT-FM	Philadelphia, Pa	105.3	287
WHAV-FM	Haverhill, Mass	92.5	223
WHB-FM	Kansas City, Mo	102.1	271
WHBC-FM	Canton, O	94.1	231
WHBF-FM	Rock Island, Ill	98.9	255
WHBL-FM	Sheyboygan, Wis	100.3	262
WHBS-FM	Huntsville, Ala	95.1	236
WHCU-FM	Ithaca, N. Y	97.3	247
WHDH-FM	Boston, Mass	94.5	233
*WHDL-FM	Allegany, N. Y	95.7	239
WHEC-FM	Rochester, N. Y	96.5	243
WHFB-FM	Benton Harbor, Mich	99.9	260
WHFM	Rochester, N. Y	98.9	255
WHHM-FM	Memphis, Tenn	106.9	295
*WHIA	Mineola, N. Y	105.5	288
WHIO-FM	Dayton, Ohio	99.1	256
WHIP	Silver Spring, Md	103.9	280
WHIS-FM	Bluefield, W. Va	104.5	283
*WHIZ-FM	Zanesville, O	107.7	299
WHK-FM	Cleveland, O	100.7	264
WHKC-FM	Columbus, O	98.7	254
*WHKR	Marion, Ill	101.7	269
WHKY-FM	Hickory, N. C	102.9	275
WHLD-FM	Niagara Falls, N. Y	98.5	253
WHLI-FM	Hempstead, L. I., N. Y	98.3	252
WHMA-FM	Anniston, Ala	100.5	263
*WHMB	Washington, D. C	100.3	262
WHNC-FM	Henderson, N. C	107.3	297
WHO-FM	Des Moines, Iowa	100.3	262
WHOO-FM	Orlando, Fla	96.5	243
WHOP-FM	Hopkinsville, Ky	98.7	254
WHP-FM	Harrisburg, Pa	97.3	247
WHPE-FM	High Point, N. C	95.5	238
WHTN-FM	Huntington, W. Va	100.5	263
WHVA	Poughkeepsie, N. Y	104.7	284
*WHWL-FM	Scranton, Pa	96.1	241
WHYN-FM	Holyoke, Mass	93.1	226
WIBA-FM	Madison, Wis	101.5	268
*WIBC-FM	Indianapolis, Ind	95.5	238
WIBG-FM	Philadelphia, Pa	94.1	231
WIBM-FM	Jackson, Mich	92.3	222
WIBW-FM	Topeka, Kan	102.5	273
WIBX-FM	Utica, N. Y	96.9	245
*WICA-FM	Ashtabula, O	103.7	279
*WIFM	New Rochelle, N. Y	94.3	232
*WIKH	Shaker Heights, O	93.5	228
WIKY-FM	Evansville, Ind	104.1	281
WIL-FM	St. Louis, Mo	97.3	247
WILA	Woodstock, Ill	92.1	221
WILK-FM	Wilkes Barre, Pa	107.3	297
*WILM-FM	Wilmington, Del	99.5	258
WIMA-FM	Lima, O	102.1	271
*WING-FM	Dayton, O	95.1	236
*WINR-FM	Binghamton, N. Y	107.7	299
WINX-FM	Washington, D. C	96.3	242
*WIOC	Corydon, Ind	92.1	221
WIOD-FM	Miami, Fla	97.3	247
WIP-FM	Philadelphia, Pa	93.3	227
*WIRE-FM	Indianapolis, Ind	92.3	222
WIS-FM	Columbia, S. C	94.5	233
WISC-FM	Madison, Wis	98.9	255
WISE-FM	Asheville, N. C	102.5	273
*WISH-FM	Indianapolis, Ind	96.3	242
*WISL-FM	Shamokin, Pa	102.9	275
WISN-FM	Milwaukee, Wis	102.9	275
WISR-FM	Butler, Pa	97.7	249
WIST	Charlotte, N. C	104.7	284
*WITE	Bridgeport, Conn	97.5	248
WITH-FM	Baltimore, Md	104.3	282
WIZZ	Wilkes-Barre, Pa	103.3	277
WJAC-FM	Johnstown, Pa	95.5	238
WJAR-FM	Providence, R. I	95.5	238
WJAS-FM	Pittsburgh, Pa	99.7	259
WJAX-FM	Jacksonville, Fla	95.1	236
WJBC-FM	Bloomington, Ill	101.5	268
WJBK-FM	Detroit, Mich	93.1	226
WJBY-FM	Gadsden, Ala	103.7	279
WJDX-FM	Jackson, Miss	102.9	275
*WJEF-FM	Grand Rapids, Mich	93.7	229
WJEJ-FM	Hagerstown, Md	104.7	284
WJEM	Springfield, O	103.9	280
WJHL-FM	Johnson City, Tenn	100.7	264
WJHP-FM	Jacksonville, Fla	96.9	245
WJIM-FM	Lansing, Mich	97.5	248
WJIZ	Hammond, Ind	92.3	222
*WJJL-FM	Niagara Falls, N. Y	96.1	241
WJJW	Wyandotte, Mich	103.1	276
WJLB-FM	Detroit, Mich	97.9	250
WJLD-FM	Birmingham, Ala	104.7	284
WJLK	Asbury Park, N. J	94.3	232
WJLS-FM	Beckley, W. Va	99.5	258
WJMC-FM	Rice Lake, Wis	96.3	242
*WJMJ-FM	Philadelphia, Pa	106.9	295
*WJMX-FM	Florence, S. C	102.7	274
WJNO-FM	West Palm Beach, Fla	98.7	254
WJOE	Hillsdale, Mich	99.1	256
*WJPA-FM	Washington, Pa	104.3	282
WJPF-FM	Herrin, Ill	98.5	253
WJPG-FM	Green Bay, Wis	101.1	266
*WJPJ	Escanaba, Mich	94.7	234
WJPR-FM	Greenville, Miss	101.9	270
WJR-FM	Detroit, Mich	96.3	242
WJRD-FM	Tuscaloosa, Ala	101.3	267
WJTN-FM	Jamestown, N. Y	93.3	227
WJW-FM	Cleveland, O	104.1	281
WJZ-FM	New York, N. Y	95.5	238
*WKAL-FM	Rome, N. Y	95.7	239
WKAP-FM	Allentown, Pa	100.7	264
WKAT-FM	Miami Beach, Fla	93.1	226
*WKAX-FM	Birmingham, Ala	97.9	250
WKBH-FM	La Crosse, Wis	93.1	226
WKBN-FM	Youngstown, O	98.9	255
WKBR-FM	Manchester, N. H	100.1	261
*WKBW-FM	Buffalo, N. Y	107.3	297
WKBZ-FM	Muskegon, Mich	106.5	293
*WKER	Waukegan, Ill	92.7	224
*WKFM	Sandusky, O	94.5	233
WKID-FM	Urbana, Ill	103.3	277
WKIL	Kankakee, Ill	100.7	264
WKJF	Pittsburgh, Pa	93.7	229
WKJG-FM	Ft. Wayne, Ind	106.1	291
*WKLX-FM	Lexington, Ky	92.9	225
*WKMA	New York, N. Y	104.3	282
*WKMH-FM	Dearborn, Mich	100.3	262
WKMO-FM	Kokomo, Ind	99.9	260
*WKNA-FM	Charleston, W. Va	97.5	248
*WKNE-FM	Keene, N. H	107.9	300
WKNP	Corning, N. Y	106.1	291
*WKNY-FM	Kingston, N. Y	94.9	235
WKOK-FM	Sunbury, Pa	94.1	231
WKPB	Knoxville, Tenn	93.3	227
WKPT-FM	Kingsport, Tenn	98.5	253
WKRG-FM	Mobile, Ala	99.9	260
WKRS	Waukegan, Ill	106.7	294
WKRT-FM	Cortland, N. Y	99.9	260
*WKRV	Ravenna, O	92.1	221
*WKRZ-FM	Oil City, Pa	105.9	290
WKST-FM	New Castle, Pa	101.1	266
WKWK-FM	Wheeling, W. Va	97.3	247
WKY-FM	Oklahoma City, Okla	98.9	255
WKYC	Paducah, Ky	93.3	227
WLAB	Lebanon, Pa	104.1	281
WLAD-FM	Danbury, Conn	98.3	252
WLAG-FM	LaGrange, Ga	104.1	281
WLAL	Lakewood, O	104.9	285
WLAN-FM	Lancaster, Pa	96.9	245
*WLAP-FM	Lexington, Ky	94.5	233
*WLAQ-FM	Rome, Ga	107.3	297
WLAV-FM	Grand Rapids, Mich	96.9	245
WLAW-FM	Lawrence, Mass	93.7	229
*WLBF-FM	Leesburg, Fla	98.3	252
WLBR-FM	Lebanon, Pa	100.1	261
*WLCG	Dearborn, Mich	103.9	280
WLCS-FM	Baton Rouge, La	101.1	266
*WLCY	Painesville, Ohio	101.7	269
*WLIM	Detroit, Mich	95.5	238
WLDS-FM	Jacksonville, Ill	100.5	263
WLEE-FM	Richmond, Va	102.9	275
WLET-FM	Toccoa, Ga	102.9	275
WLEU-FM	Erie, Pa	97.9	250
WLEY	Elmwood Park, Ill	107.1	296
*WLFM	Lewiston, Me	102.9	275
WLIN-FM	Merrill, Wis	100.7	264
WLIV	Providence, R. I	107.7	299
WLLH-FM	Lowell, Mass	99.5	258
WLOG-FM	Logan, W. Va	103.3	277
WLOK-FM	Lima, O	103.3	277
WLOS-FM	Asheville, N. C	104.3	282
WLOW-FM	Norfolk, Va	105.3	287
*WLOX-FM	Biloxi, Miss	99.3	257
WLPM-FM	Suffolk, Va	107.7	299
*WLRD	Miami Beach, Fla	93.9	230
WLTN	Lewistown, Pa	97.9	250
WLVA-FM	Lynchburg, Va	97.5	248
WLWA	Cincinnati, O	101.1	266
*WLWB	Dayton, O	97.5	248
*WLWF	Columbus, O	96.3	242
*WLYC	Williamsport, Pa	105.1	286
WLYN-FM	Lynn, Mass	105.5	288
WMAL-FM	Washington, D. C	107.3	279
*WMAN-FM	Mansfield, O	106.1	291
WMAQ-FM	Chicago, Ill	101.1	266
WMAR-FM	Baltimore, Md	97.9	250
WMAS-FM	Springfield, Mass	94.7	234
WMAZ-FM	Macon, Ga	99.1	256
WMBD-FM	Peoria, Ill	92.5	223
WMBH-FM	Joplin, Mo	96.1	241

Call Letters	Location	Frequency Mcs.	Channel No.
WMBI-FM	Chicago, Ill	99.5	238
*WMBO-FM	Auburn, N. Y	96.1	241
WMBR-FM	Jacksonville, Fla	96.1	241
WMBS	Uniontown, Pa	105.7	289
*WMCA-FM	New York, N. Y	92.3	222
WMCF	Memphis, Tenn	99.7	259
WMCK-FM	McKeesport, Pa	104.9	285
WMCP	Baltimore, Md	94.7	234
*WMFA	Memphis, Tenn	97.1	246
*WMFD-FM	Wilmington, N. C	96.3	242
*WMFI	Memphis, Tenn	104.3	282
*WMFM	North Adams, Mass	97.5	248
WMFR-FM	High Point, N. C	99.5	258
WMGM-FM	New York, N. Y	100.3	262
*WMGN	Morgantown, N. C	94.3	232
WMGW-FM	Meadville, Pa	100.3	262
WMGY-FM	Montgomery, Ala	107.5	298
*WMHC	Indianapolis, Ind	97.1	246
*WMIL	Milwaukee, Wis	95.7	239
WMIN-FM	St. Paul, Minn	99.5	258
WMIT	Charlotte, N. C	106.9	295
WMIX-FM	Mt. Vernon, Ill	94.1	231
*WMKA	New York, N. Y	104.3	282
WMLL	Evansville, Ind	94.5	233
WMLN	Mt. Clemens, Mich	106.3	292
*WMMJ-FM	Peoria, Ill	96.5	243
WMMW-FM	Meriden, Conn	95.7	239
WMOB-FM	Mobile, Ala	97.5	248
WMOH-FM	Hamilton, O	103.5	278
*WMOR	Chicago, Ill	102.7	274
WMOT	Pittsburgh, Pa	94.5	233
WMOX-FM	Meridian, Miss	98.5	253
WMRC-FM	Greenville, S. C	94.9	235
*WMRE	Oak Park, Ill	105.5	288
*WMRI	Marion, Ind	106.9	295
*WMRN-FM	Marion, O	106.9	295
WMSA-FM	Massena, N. Y	105.3	287
*WMUL	Mullins, S. C	95.9	240
WMUN	Muncie, Ind	104.1	281
WMUR-FM	Manchester, N. H	95.7	239
WMUS-FM	Muskegon, Mich	100.5	263
*WMVA-FM	Martinsville, Va	96.3	242
*WNAB-FM	Bridgeport, Conn	99.9	260
WNAC-FM	Boston, Mass	98.5	253
WNAE-FM	Warren, Pa	92.1	221
WNAM-FM	Neenah, Wis	98.5	253
WNAO-FM	Raleigh, N. C	96.1	241
*WNAR-FM	Norristown, Pa	92.1	221
WNAV-FM	Annapolis, Md	99.1	256
WNBC-FM	New York, N. Y	97.1	246
WNBF-FM	Binghamton, N. Y	100.5	263
WNDB-FM	Daytona Beach, Fla	94.5	233
WNDR-FM	Syracuse, N. Y	102.5	273
WNEX-FM	Macon, Ga	96.9	245
WNHC-FM	New Haven, Conn	99.1	256
WNIQ	Uniontown, Pa	106.5	293
WNJR-FM	Newark, N. J	102.7	274
WNLC-FM	New London, Conn	99.5	258
*WNNJ	Paterson, N. J	103.5	278
*WNOE-FM	New Orleans, La	92.3	222
*WNOI	Oak Park, Ill	102.3	272
*WNOW-FM	York, Pa	105.7	289
*WNOX-FM	Knoxville, Tenn	103.7	279
WNYC-FM	New York, N. Y	93.9	230
*WNYS	Nashville, Tenn	107.5	298
WOAI-FM	San Antonio, Tex	102.5	273
WOAK	Oak Park, Ill	98.3	252
WOAP-FM	Owosso, Mich	103.1	276
WOAY-FM	Oak Hill, W. Va	94.1	231
WOC-FM	Davenport, Iowa	103.7	279
WOCB-FM	West Yarmouth, Mass	94.3	232
WOHS-FM	Shelby, N. C	96.1	241
WOKZ-FM	Alton, Ill	99.9	260
WOL-FM	Washington, D. C	98.7	254
*WOLS-FM	Florence, S. C	106.1	291
WOMI-FM	Owensboro, Ky	92.5	223
WOPI-FM	Bristol, Tenn	96.9	245
WOPT	Oswego, N. Y	104.7	284
WOR-FM	New York, N. Y	98.7	254
WOSH-FM	Oshkosh, Wis	92.9	225
WOTW-FM	Nashua, N. H	106.3	292
WOWO-FM	Ft. Wayne, Ind	96.1	241
*WOYO	Cincinnati, O	104.3	282
WPAD-FM	Paducah, Ky	96.9	245
WPAG-FM	Ann Arbor, Mich	98.7	254
WPAM-FM	Pottsville, Pa	95.5	238
WPAR-FM	Parkersburg, W. Va	106.5	293
WPAY-FM	Portsmouth, O	104.1	281
WPDX	Clarksburg, W. Va	95.1	236
WPEN-FM	Philadelphia, Pa	102.9	275
*WPGH-FM	Pittsburgh, Pa	102.5	273
WPIC-FM	Sharon, Pa	102.9	275
WPIT-FM	Pittsburgh, Pa	101.5	268
WPJB	Providence, R. I	105.1	286
*WPJV	Miami, Fla	105.1	286
*WPKM-FM	Atlanta, Ga	101.5	268
WPLH-FM	Huntington, W. Va	102.5	273
*WPLO	Memphis, Tenn	97.9	250
*WPOE	Elizabeth, N. J	96.7	244
*WPPA-FM	Pottsville, Pa	101.9	270
WPRO-FM	Providence, R. I	92.3	222
*WPTF-FM	Raleigh, N. C	94.5	233
WQAM-FM	Miami, Fla	94.9	235
WQAN-FM	Scranton, Pa	92.3	222
WQDI	Quincy, Ill	105.1	286
WQQW-FM	Washington, D. C	103.5	278
WQUA-FM	Moline, Ill	94.5	233
WQXR-FM	New York, N. Y	96.3	242
WRAK-FM	Williamsport, Pa	100.3	262
WRAL-FM	Raleigh, N. C	101.5	268
WRBL-FM	Columbus, Ga	93.3	227
WRC-FM	Washington, D. C	93.9	230
WRCM	New Orleans, La	97.1	246
*WREA	Anderson, Ind	98.7	254
*WREC-FM	Memphis, Tenn	102.7	274
WREN-FM	Topeka, Kan	94.1	231
WREV	Reidsville, N. C	102.1	271
WRFD-FM	Worthington, O	97.9	250
WRFL	Winchester, Va.	92.5	223
WRGA-FM	Rome, Ga	106.5	293
WRGK	LaGrange, Ill	103.1	276
WRHI-FM	Rock Hill, S. C	97.5	248
WRJN-FM	Racine, Wis	100.7	264
WRLD-FM	Lanett, Ala	102.9	275
*WRMV	Richmond, Va	106.9	295
WRNL-FM	Richmond, Va	102.1	271
WRNY-FM	Rochester, N. Y	97.9	250
*WROK-FM	Rockford, Ill	97.5	248
WROL-FM	Knoxville, Tenn	97.3	247
WROV-FM	Roanoke, Va	103.7	279
WROW-FM	Albany, N. Y	93.9	230
*WROX-FM	Clarksdale, Miss	99.1	256
*WRR-FM	Dallas, Tex	101.1	266
*WRRN-FM	Warren, O	107.9	300
WRSW	Warsaw, Ind	107.3	297
WRUF-FM	Gainesville, Fla	104.1	281
WRUN-FM	Utica, N. Y	105.7	289
WRVB	Richmond, Va	94.5	233
WRVC	Norfolk, Va	102.5	273
WRWR	Albany, N. Y	95.5	238
WRXW	Louisville, Ky	95.1	236
WRZE	York, Pa	98.5	253
WSAI-FM	Cincinnati, O	102.7	274
WSAM-FM	Saginaw, Mich	98.1	251
WSAN-FM	Allentown, Pa	99.9	260
WSAP-FM	Portsmouth, Va	99.7	259
WSAR-FM	Fall River, Mass	103.7	279
WSAU-FM	Wausau, Wis	95.5	238
WSAV-FM	Savannah, Ga	100.3	262
*WSAZ-FM	Huntington, W. Va	94.3	232
WSB-FM	Atlanta, Ga	104.5	283
WSBA-FM	York, Pa	103.3	277
WSBF	South Bend, Ind	101.3	267
WSFA-FM	Montgomery, Ala	103.3	277
WSFL	Springfield, Mass	101.9	270
WSGN-FM	Birmingham, Ala	93.7	229
WSIC-FM	Statesville, N. C	105.7	289
WSIX-FM	Nashville, Tenn	97.5	248
*WSJN	San Juan, P. R	97.7	249
WSJS-FM	Winston-Salem, N. C	104.1	281
WSLB-FM	Ogdensburg, N. Y	106.1	291
WSLS-FM	Roanoke, Va	99.1	256
WSM-FM	Nashville, Tenn	103.3	277
WSMB-FM	New Orleans, La	102.7	274
WSNJ-FM	Bridgeton, N. J	98.9	255
WSOC-FM	Charlotte, N. C	103.5	278
WSON-FM	Henderson, Ky	99.5	258
WSOY-FM	Decatur, Ill	102.1	271
WSPA-FM	Spartanburg, S. C	98.9	255
WSPD-FM	Toledo, Ohio	101.5	268
*WSPR-FM	Springfield, Mass	97.9	250
WSRK	Shelbyville, Ind	101.3	267
WSRS-FM	Cleveland Heights, O	95.3	237
WSTC-FM	Stamford, Conn	96.7	244
WSTP-FM	Salisbury, N. C	106.5	293
WSTV-FM	Steubenville, O	103.5	278
*WSAU-FM	Bloomington, Ind	103.7	279
*WSUN-FM	St. Petersburg, Fla	97.9	250
WSVA-FM	Harrisonburg, Va	100.7	264
*WSVS-FM	Crewe, Va	104.7	284
WSYO	Sylacauga, Ala	101.9	270
WSYR-FM	Syracuse, N. Y	94.5	233
WTAD-FM	Quincy, Ill	99.5	258
WTAG-FM	Worcester, Mass	96.1	241
WTAL-FM	Tallahassee, Fla	103.9	280
WTAM-FM	Cleveland, O	105.7	289
WTAQ-FM	Green Bay, Wis	102.5	273
WTAR-FM	Norfolk, Va	97.3	247
WTAX-FM	Springfield, Ill	103.7	279
*WTBC-FM	Tuscaloosa, Ala	98.9	255
WTBO-FM	Cumberland, Md	106.9	295
WTCN-FM	Minneapolis, Minn	97.1	246
WTFM	Tiffin, O	98.3	252
*WTHI-FM	Terre Haute, Ind	99.9	260
WTHT-FM	Hartford, Conn	106.1	291
WTIC-FM	Hartford, Conn	96.5	243
WTJS-FM	Jackson, Tenn	100.7	264
WTMA-FM	Charleston, S. C	95.1	236
WTMJ-FM	Milwaukee, Wis	93.3	227
*WTMV-FM	East St. Louis, Ill	102.5	273
*WTNB-FM	Birmingham, Ala	106.9	295
*WTOA	Trenton, N. J	97.5	248
WTOC-FM	Savannah, Ga	97.3	247
*WTOL-FM	Toledo, O	104.7	284
*WTOP-FM	Washington, D. C	105.1	286
WTPS-FM	New Orleans, La	95.7	239
*WTQS	Evanston, Ill	107.9	300
WTRC-FM	Elkhart, Ind	100.7	264
WTRF-FM	Bellaire, O	100.5	263
WTRI	Troy, N. Y	102.7	274
WTRT	Toledo, O	99.9	260
WTSP-FM	St. Petersburg, Fla	102.5	273
WTSV-FM	Claremont, N. H	106.1	291
WTTH-FM	Port Huron, Mich	99.1	256
*WTUX-FM	Wilmington, Del	107.3	297
*WTWO	Dayton, O	104.7	284
WUSJ	Lockport, N. Y	99.3	257
WVBN	Highmarket, N. Y	107.7	299
WVBT	South Bristol, N. Y	101.9	270
WVCN	De Ruyter, N. Y	105.1	286
WVCV	Cherry Valley, N. Y	101.9	270
WVFC	Ithaca, N. Y	95.1	236
WVJS-FM	Owensboro, Ky	96.1	241
WVKO	Columbus, O	94.7	234
*WVNA	Indianapolis Ind	93.1	226
*WVNJ-FM	Newark, N. J	92.7	224
*WVOW	Wausau, Wis	104.7	284
*WVPR	San Juan, P. R	99.9	260
WVUN	Chattanooga, Tenn	98.1	251
*WVVW-FM	Fairmont, W. Va	92.3	222
WWCF	Greenfield, Wis	94.9	235
WWCO-FM	Waterbury, Conn	105.3	287
WWDC-FM	Washington, D. C	101.1	266
WWDX	Paterson, N. J	107.1	296
WWHG	Hornell, N. Y	105.3	287
WWJ-FM	Detroit, Mich	97.1	246
WWLH	New Orleans, La	100.3	262
WWNI	Wabash, Ind	97.5	248
WWNY-FM	Watertown, N. Y	100.5	263
*WWOD-FM	Lynchburg, Va	107.9	300
WWOL-FM	Buffalo, N. Y	104.1	281
*WWON-FM	Woonsocket, R. I	105.5	288
WWPB-FM	Miami, Fla	101.5	268
WWPG-FM	Palm Beach, Fla	97.9	250
WWST-FM	Wooster, O	104.5	283
WWVA-FM	Wheeling, W. Va	98.7	254
*WWXL-FM	Peoria, Ill	94.1	231
WXHR	Cambridge, Mass	96.9	245
WXLW-FM	Indianapolis, Ind	94.7	234
WXNJ	Plainfield, N. J	103.9	280
*WXRA-FM	Buffalo, N. Y	103.3	277
WXRT	Chicago, Ill	101.9	270
WXYZ-FM	Detroit, Mich	101.1	266
*WYON	Yonkers, N. Y	102.3	272

DIRECTORY OF CANADIAN STATIONS BY CALL LETTERS

CBA.......Sackville, N. B.
CBF........Montreal, Que.
CBH........Halifax, N. S.
CBI..........Sydney, N. S.
CBJ.....Chicoutimi, Que.
CBK........Watrous, Sask.
CBL.........Toronto, Ont.
CBM.......Montreal, Que.
CBO..........Ottawa, Ont.
CBR.....Vancouver, B. C.
CBV.........Quebec, Que.
CBW......Winnipeg, Man.
CBX......Edmonton, Alta.
CFAB......Windsor, N. S.
CFAC.......Calgary, Alta.
CFAR....Flin Flon, Man.
CFBC.....St. John, N. B.
CFCF.......Montreal, Que.
CFCH....North Bay, Ont.
CFCN.......Calgary, Alta.
CFCO......Chatham, Ont.
CFCY......Charlottetown, P.E.I.
CFGP.....Grande Prairie, Alta.
CFJC.....Kamloops, B. C.
CFJM.....Brockville, Ont.
CFNB..Fredericton, N. B.
CFOR........Orillia, Ont.
CFOS..Owen Sound, Ont.
CFPA...Port Arthur, Ont.
CFPL........London, Ont.
CFPR.Prince Rupert, B.C.
CFQC....Saskatoon, Sask.
CFRA........Ottawa, Ont.
CFRB.......Toronto, Ont.
CFRC......Kingston, Ont.
CFRN....Edmonton, Alta.
CHAB...Moose Jaw, Sask.
CHAD.........Amos, Que.
CHAT.Medicine Hat, Alta.
CHEF........Granby, Que.
CHEX..Peterborough, Ont.
CHGB.....St. Anne de la Pocatiere, Que.
CHLN..Three Rivers, Que.
CHLO....St. Thomas, Ont.
CHLP......Montreal, Que.
CHLT....Sherbrooke, Que.
CHML.....Hamilton, Ont.
CHNC..New Carlisle, Que.
CHNO......Sudbury, Ont.
CHNS......Halifax, N. S.
CHOK.........Sarnia, Ont.
CHOV.....Pembroke, Ont.
CHRC.........Quebec, Que.
CHSJ.....St. John, N. B.
CHUM.......Toronto, Ont.
CHVC..Niagara Falls, Ont.
CHWK...Chilliwack, B. C.
CJAD......Montreal, Que.
CJAT..........Trail, B. C.
CJAV..Port Alberni, B. C.
CJBC.......Toronto, Ont.
CJBQ......Belleville, Ont.
CJBR......Rimouski, Que.
CJCA.....Edmonton, Alta.
CJCB........Sydney, N. S.
CJCH.......Halifax, N. S.
CJCJ........Calgary, Alta.
CJCS.......Stratford, Ont.
CJDC..Dawson Creek, B.C.
CJEM..Edmundston, N. B.
CJFP...Riviere Du Loup, Que.
CJFX....Antigonish, N. S.
CJGX......Yorkton, Sask.
CJIB........Vernon, B. C.
CJIC.....Sault Ste. Marie, Ont.
CJKL.Kirkland Lake, Ont.
CJLS....Yarmouth, N. S.
CJNB....North Battleford, Sask.
CJOB.....Winnipeg, Man.
CJOC....Lethbridge, Alta.
CJOR....Vancouver, B. C.
CJOY........Guelph, Ont.
CJRL........Kenora, Ont.
CJRW..Summerside, P.E.I.
CJSO..........Sorel, Que.
CJVI.......Victoria, B. C.
CKAC......Montreal, Que.
CKBI.Prince Albert, Sask.
CKBW..Bridgewater, N. S.
CKCH..........Hull, Que.
CKCK.......Regina, Sask.
CKCL........Truro, N. S.
CKCO........Ottawa, Ont.
CKCR.....Kitchener, Ont.
CKCV........Quebec, Que.
CKCW.....Moncton, N. B.
CKDO.......Oshawa, Ont.
CKEN.....Kentville, N. S.
CKEY.......Toronto, Ont.
CKFI...Fort Francis, Ont.
CKGB......Timmins, Ont.
CKLN........Nelson, B. C.
CKLW......Windsor, Ont.
CKMO...Vancouver, B. C.
CKNB..Campbellton, N. B.
CKNW..New Westminster, B. C.
CKNX....Wingham, Ont.
CKOC......Hamilton, Ont.
CKOK.....Penticton, B. C.
CKOV.....Kelowna, B. C.
CKOX....Woodstock, Ont.
CKPC.....Brantford, Ont.
CKPG.Prince George, B.C.
CKPR..Fort William, Ont.
CKRC.....Winnipeg, Man.
CKRM.......Regina, Sask.
CKRN........Rouyn, Que.
CKRS.....Jonquiere, Que.
CKSB..St. Boniface, Man.
CKSF......Cornwall, Ont.
CKSO.......Sudbury, Ont.
CKTB.St. Catharines, Ont.
CKTS....Sherbrooke, Que.
CKUA....Edmonton, Alta.
CKVD......Val d'Or, Que.
CKVL........Verdun, Que.
CKWS.....Kingston, Ont.
CKWX...Vancouver, B. C.
CKX.......Brandon, Man.

XUM

U. S. STANDARD BROADCASTING STATIONS BY FREQUENCIES

(Licensed or Authorized by FCC as of January 1, 1949)

** CP granted for increase in power. † Construction permit for new station. ‡ Special authorization for power or frequency. CP—Construction permit for frequency. L—Limited time; operates night hours only when dominant station is not operating. DA—Directional antenna. D—Daytime operation. LS—Local sunset. N—Night. U—Unlimited time. SH—Specified hours.*

Call Letters	City	Power in Watts
	550 KC. REGIONAL	
KOY	Phoenix, Ariz.	LS-5,000 N-1,000
KFMB	San Diego, Cal.	DA-1,000
WCON	Atlanta, Ga.	DA-N-5,000
WJIM	Lansing, Mich. (CP from 1240 kc)	DA-1,000
KFRM	Kansas City, Mo.	DA-D-5,000
KSD	St. Louis, Mo.	DA-N-5,000
KOPR	Butte, Mont.	DA-N-1,000
WGR	Buffalo, N. Y.	DA-N-5,000
KFYR	Bismarck, N. D.	DA-N-5,000
WKRC	Cincinnati, O.	LS-5,000 DA-U-N-1,000
KOAC	Corvallis, Ore.	DA-5,000
KCRS	Midland, Tex.	LS-5,000 DA-U-N-1,000
KTSA	San Antonio, Tex.	LS-5,000 N-1,000 *DA-N-5,000
WDEV	Waterbury, Vt.	DA-1,000
WSVA	Harrisonburg, Va.	D-1,000
KENI	Anchorage, Alaska	5,000
KMVI	Wailuku, T. H.	1,000
	560 KC. REGIONAL	
WOOF	Dothan, Ala.	D-1,000
KYUM	Yuma, Ariz. (CP from 1240 kc)	DA-N-1,000
KQW	San Francisco, Cal. (CP from 740 kc)	DA-N-5,000
KSFO	San Francisco, Cal. (CP for 740 kc)	LS-5,000 N-1,000
KLZ	Denver, Colo.	DA-5,000
WQAM	Miami, Fla.	LS-5,000 N-1,000
WIND	Chicago, Ill.	DA-5,000
†	Middlesboro, Ky.	D-500
WGAN	Portland, Me.	DA-5,000
KWTO	Springfield, Mo.	LS-5,000 DA-N-1,000
KMON	Great Falls, Mont.	DA-N-5,000
WGAI	Elizabeth City, N. C.	D-500
WFIL	Philadelphia, Pa.	DA-5,000
WIS	Columbia, S. C.	DA-N-5,000
WHBQ	Memphis, Tenn. (CP from 1400 kc)	LS-5,000 DA-U-N-1,000
KFDM	Beaumont, Tex.	DA-N-5,000
KPQ	Wenatchee, Wash.	DA-N-1,000
WJLS	Beckley, W. Va.	LS-1,000 DA-N-500
	570 KC. REGIONAL	
WGWD	Gadsden, Ala.	D-1,000
KLAC	Los Angeles, Cal.	LS-5,000 N-1,000
WQQW	Washington, D. C.	D-1,000
†WVMI	Biloxi, Miss.	D-1,000
WMCA	New York, N. Y.	DA-5,000
WSYR	Syracuse, N. Y.	DA-5,000
WWNC	Asheville, N. C.	DA-N-5,000
WKBN	Youngstown, O.	DA-N-5,000
WNAX	Yankton, S. D.	DA-N-5,000
WFAA	Dallas, Tex. (See 820 kc)	DA-N-5,000
WBAP	Ft. Worth, Tex. (See 820 kc)	DA-N-5,000
KUTA	Salt Lake City, Utah	DA-5,000
KVI	Tacoma, Wash.	5,000
WMAM	Marinette, Wis.	LS-250 N-100
	580 KC. REGIONAL	
†KTSC	Tucson, Ariz.	DA-N-1,000
KMJ	Fresno, Cal.	5,000
WDBO	Orlando, Fla.	DA-N-5,000
WGAC	Augusta, Ga.	LS-5,000 DA-N-1,000
KFXD	Nampa, Ida.	DA-1,000
WILL	Urbana, Ill.	DA-D-5,000
KSAC	Manhattan, Kan.	LS-5,000 N-500
WIBW	Topeka, Kan.	DA-N-5,000
KALB	Alexandria, La.	LS-5,000 DA-N-1,000
WTAG	Worcester, Mass.	DA-5,000
WCHS	Charleston, W. Va.	DA-N-5,000
WKTY	La Crosse, Wis.	DA-1,000
WIAC	San Juan, P. R.	5,000
	590 KC. REGIONAL	
KFXM	San Bernardino, Cal.	DA-1,000
KCSJ	Pueblo, Colo.	DA-N-1,000
WDLP	Panama City, Fla.	DA-1,000
WAGA	Atlanta, Ga.	DA-N-5,000
WVLK	Versailles, Ky.	DA-1,000
WEEI	Boston, Mass.	DA-5,000
WKZO	Kalamazoo, Mich.	DA-N-5,000
WOW	Omaha, Neb.	5,000
WROW	Albany, N. Y.	LS-5,000 DA-U-N-1,000
WGTM	Wilson, N. C.	DA-5,000
WMBS	Uniontown, Pa.	DA-N-1,000
KTBC	Austin, Tex.	LS-5,000 DA-N-1,000
KSUB	Cedar City, Utah (CP from 1340 kc)	DA-N-1,000
WLVA	Lynchburg, Va.	DA-1,000
KHQ	Spokane, Wash.	5,000
KGMB	Honolulu, T. H.	5,000
	600 KC. REGIONAL	
KVCV	Redding, Cal.	DA-1,000
KFSD	San Diego, Cal.	DA-5,000
WICC	Bridgeport, Conn.	LS-1,000 DA-U-N-500
WPDQ	Jacksonville, Fla.	DA-N-5,000
WMT	Cedar Rapids, Ia.	DA-N-5,000
†WMRY	New Orleans, La.	D-500
WCAO	Baltimore, Md.	DA-5,000
WTAC	Flint, Mich	LS-1,000 DA-U-N-500
WSJS	Winston-Salem, N. C.	DA-5,000
KSJB	Jamestown, N. D.	DA-5,000
WREC	Memphis, Tenn.	DA-5,000
KROD	El Paso, Tex.	DA-N-5,000
KTBB	Tyler, Tex.	D-500
	610 KC. REGIONAL	
WSGN	Birmingham, Ala.	LS-5,000 DA-N-1,000
KFRC	San Francisco, Cal.	5,000
WIOD	Miami, Fla.	DA-5,000
KDAL	Duluth, Minn.	DA-N-5,000
WDAF	Kansas City, Mo.	5,000
†KYES	Butte, Mont.	DA-N-1,000
WMUR	Manchester, N. H.	LS-5,000 DA-U-N-1,000
KGGM	Albuquerque, N. M.	DA-N-5,000
WAYS	Charlotte, N. C.	LS-5,000 DA-U-N-1,000
WHKC	Columbus, O.	DA-N-5,000
WIP	Philadelphia, Pa.	DA-5,000
KLEE	Houston, Tex.	DA-5,000
†	Kermit, Tex.	D-1,000
KVNU	Logan, Utah	DA-N-1,000
WSLS	Roanoke, Va.	DA-1,000
KFAR	Fairbanks, Alaska (‡660 kc.)	5,000 ‡10,000
	620 KC. REGIONAL	
KTAR	Phoenix, Ariz.	DA-N-5,000
KNGS	Hanford, Cal.	DA-N-1,000
WSUN	St. Petersburg, Fla.	DA-N-5,000
WGBA	Columbus, Ga.	D-1,000
KWAL	Wallace, Idaho	DA-N-1,000
†KCOM	Sioux City, Ia.	DA-1,000
WLBZ	Bangor, Me.	DA-N-5,000
WRBC	Jackson, Miss.	LS-5,000 DA-N-1,000
†WVNJ	Newark, N. J.	DA-5,000
WAGE	Syracuse, N. Y.	DA-N-1,000 *LS-5,000 *DA-N-1,000
WDNC	Durham, N. C.	LS-5,000 DA-U-N-1,000
KGW	Portland, Ore.	DA-5,000
WHJB	Greensburg, Pa.	D-250 *LS-1,000 *DA-U-N-500
WROL	Knoxville, Tenn.	DA-5,000
KWFT	Wichita Falls, Tex.	DA-N-5,000
WCAX	Burlington, Vt.	DA-5,000
WTMJ	Milwaukee, Wis.	DA-N-5,000
WKAQ	San Juan, P. R.	DA-5,000
	630 KC. REGIONAL	
WAVU	Albertville, Ala.	D-500
KVMA	Magnolia, Ark.	D-1,000
KVOD	Denver, Colo.	DA-5,000
WMAL	Washington, D. C.	DA-5,000
WSAV	Savannah, Ga.	DA-N-5,000
WJMS	Ironwood, Mich.	DA-1,000
KXOK	St. Louis, Mo.	DA-5,000
KOH	Reno, Nev.	DA-N-1,000 *DA-N-5,000
WIRC	Hickory, N. C.	D-1,000
WMFD	Wilmington, N. C. (CP from 1400 kc.)	DA-1,000
WPRO	Providence, R. I.	DA-N-5,000
KGFX	Pierre, S. D.	D-200
KMAC	San Antonio, Tex. (CP from 1240 kc.)	DA-5,000
KPOA	Honolulu, T. H.	5,000
	640 KC. CLEAR	
KFI	Los Angeles, Cal.	50,000
WOI	Ames, Ia.	D-5,000
WHKK	Akron, O.	LS-1,000 DA-L-N-L-1,000
WNAD	Norman, Okla.	D-1,000
	650 KC. CLEAR	
WSM	Nashville, Tenn.	50,000
KRCT	Baytown, Tex.	D-250
WSVS	Crewe, Va.	D-1,000
	660 KC. CLEAR	
KOWH	Omaha, Neb.	D-500
WNBC	New York, N. Y.	DA-50,000
WESC	Greenville, S. C.	D-5,000
KSKY	Dallas, Tex.	D-1,000
‡KFAR	Fairbanks, Alaska (Also see 610 kc.)	10,000
	670 KC. CLEAR	
WLAQ	Rome, Ga.	D-1,000
WMAQ	Chicago, Ill.	50,000
	680 KC. CLEAR	
KNBC	San Francisco, Cal.	50,000
WCLE	Clearwater, Fla.	D-1,000
WCBM	Baltimore, Md. (CP from 1400 kc)	LS-10,000 DA-U-N-5,000
WLAW	Lawrence, Mass.	DA-50,000
KFEQ	St. Joseph, Mo.	DA-5,000
WRNY	Rochester, N. Y.	D-250
WPTF	Raleigh, N. C.	DA-N-50,000
WISR	Butler, Pa.	D-250
WMPS	Memphis, Tenn.	LS-10,000 DA-N-5,000
KABC	San Antonio, Tex.	LS-50,000 DA-N-10,000
KOMW	Omak, Wash.	D-1,000
WAPA	San Juan, P. R.	10,000
	690 KC. CLEAR	
WVOK	Birmingham, Ala.	D-10,000
KGGF	Coffeyville, Kan.	LS-1,000 N-500 *DA-1,000
WWEZ	New Orleans, La.	D-1,000 *DA-5,000
KSTL	St. Louis, Mo.	D-1,000
WLTR	Bloomsburg, Pa.	DA-D-1,000
KEPO	El Paso, Tex.	DA-5,000
KPET	Lamesa, Tex.	D-250
KSVC	Richfield, Utah	D-1,000
WCYB	Bristol, Va.	D-10,000
†WNNT	Warsaw, Va.	D-250
KULA	Honolulu, T. H.	10,000
	700 KC. CLEAR	
WLW	Cincinnati, O.	50,000
	710 KC. CLEAR	
WKRG	Mobile, Ala.	LS-1,000 DA-N-250
KMPC	Los Angeles, Cal.	LS-50,000 DA-N-10,000 *DA-N-50,000
WGBS	Miami, Fla.	LS-50,000 DA-U-N-10,000
WROM	Rome, Ga.	D-1,000
KTBS	Shreveport, La.	LS-10,000 DA-U-N-5,000
WHB	Kansas City, Mo.	LS-10,000 DA-U-N-5,000
WOR	New York, N. Y.	DA-50,000
WTOB	Winston-Salem, N. C.	D-1,000
WTPR	Paris, Tenn.	D-250
KGNC	Amarillo, Tex.	DA-10,000
KURV	Edinburg, Tex.	D-250
KIRO	Seattle, Wash.	DA-N-50,000
WKJB	Mayaguez, P. R. (CP from 1340 kc)	DA-10,000
	720 KC. CLEAR	
WGN	Chicago, Ill.	50,000
	730 KC. CLEAR	
WKTG	Thomasville, Ga.	D-1,000
KWGB	Goodland, Kan.	D-1,000
WCIF	Madisonville, Ky.	D-250
WMTC	Vancleve, Ky.	D-1,000
KTRY	Bastrop, La.	D-250
WIHL	Hammond, La.	D-250
WACE	Chicopee, Mass.	D-1,000
KWOA	Worthington, Minn.	D-1,000
†KWRE	Warrenton, Mo.	D-250
KOJM	Havre, Mont.	D-1,000
WTIK	Durham, N. C.	D-1,000
WOHS	Shelby, N. C.	D-250
WHWL	Nanticoke, Pa.	D-1,000
WPIT	Pittsburgh, Pa.	D-1,000
WFAK	Charleston, S. C.	D-1,000
WDIA	Memphis, Tenn.	D-250
WKSR	Pulaski, Tenn.	D-250
KOPP	Ogden, Utah	D-1,000
WPIK	Alexandria, Va.	D-1,000
†KULE	Ephrata, Wash.	D-1,000
WLIN	Merrill, Wis.	D-1,000
	740 KC. CLEAR	
KQW	San Jose, Cal. (CP for 560 kc)	DA-5,000
KSFO	San Francisco, Cal. (CP from 560 kc)	DA-50,000
WORZ	Orlando, Fla.	DA-1,000
WVLN	Olney, Ill.	D-250
†KBIG	Des Moines, Ia.	D-250
WNOP	Newport, Ky.	DA-D-1,000
WTAO	Cambridge, Mass.	D-250
WPAQ	Mt. Airy, N. C.	D-1,000
WMBL	Morehead City, N. C.	D-1,000
WVCH	Chester, Pa.	D-250
†WIRJ	Humboldt, Tenn.	D-250
WJIG	Tullahoma, Tenn.	D-250
KTRH	Houston, Tex.	DA-50,000
WXGI	Richmond, Va.	D-1,000
WIBS	Santurce, P. R.	DA-10,000
	750 KC. CLEAR	
WSB	Atlanta, Ga.	50,000
KSTT	Davenport, Ia.	D-250
WBMD	Baltimore, Md.	D-1,000
KMMJ	Grand Island, Neb.	LS-1,000 N-L-1,000
WHEB	Portsmouth, N. H.	LS-1,000 N-L-1,000
WKOP	Binghamton, N. Y.	D-1,000
KSEO	Durant, Okla.	D-250
KXL	Portland, Ore.	LS-10,000 DA-L-N-L-10,000
WPDX	Clarksburg, W. Va.	D-1,000
	760 KC. CLEAR	
WJR	Detroit, Mich.	50,000
WCPS	Tarboro, N. C.	D-1,000
KGU	Honolulu, T.H.	LS-2,500 N-L-2,500
	770 KC. CLEAR	
KUOM	Minneapolis, Minn.	D-5,000
WCAL	Northfield, Minn.	D-5,000
WEW	St. Louis, Mo.	D-1,000
‡KOB	Albuquerque, N. M. (See also 1030 kc.)	LS-50,000 N-25,000
WJZ	New York, N. Y.	50,000
KXA	Seattle, Wash.	LS-1,000 N-L-1,000
	780 KC. CLEAR	
WBBM	Chicago, Ill.	50,000
WJAG	Norfolk, Neb.	LS-1,000 N-L-1,000
WCKB	Dunn, N. C.	D-1,000
WBBO	Forest City, N. C.	D-1,000
KSPI	Stillwater, Okla.	D-250
WARL	Arlington, Va.	D-1,000
	790 KC. REGIONAL	
KECA	Los Angeles, Cal.	DA-N-5,000
WEUS	Eustis, Fla.	DA-1,000
WQXI	Buckhead, Ga.	D-1,000
KXXX	Colby, Kan.	D-5,000
WGRC	Louisville, Ky. (CP from 1400 kc)	LS-5,000 DA-N-1,000
KGHL	Billings, Mont.	DA-N-5,000
WWNY	Watertown, N. Y.	DA-N-1,000
WTNC	Thomasville, N. C.	D-1,000
KFGO	Fargo, N. D.	DA-N-5,000
†WAEB	Allentown, Pa.	LS-500 DA-N-1,000
WPIC	Sharon, Pa.	D-1,000
WEAN	Providence, R. I.	DA-5,000
WETB	Johnson City, Tenn.	D-1,000
WMC	Memphis, Tenn.	DA-N-5,000
KTHT	Houston, Tex.	DA-5,000
†KVLU	Lubbock, Tex.	LS-5,000 DA-N-1,000
WTAR	Norfolk, Va.	DA-N-5,000
KVOS	Bellingham, Wash.	DA-1,000
WEAU	Eau Claire, Wis.	DA-N-5,000
KFQD	Anchorage, Alaska	5,000
	800 KC. CLEAR	
WHOS	Decatur, Ala.	D-1,000
WMGY	Montgomery, Ala.	D-1,000
WLAD	Danbury, Conn.	D-250
WMBM	Miami Beach, Fla.	D-1,000
WWPF	Palatka, Fla.	D-250
KXIC	Iowa City, Ia.	DA-D-1,000
WKYB	Paducah, Ky.	D-1,000
WCCM	Lawrence, Mass.	D-1,000
WKDN	Camden, N. J.	D-1,000
KTOW	Oklahoma City, Okla.	D-250
KPDQ	Portland, Ore.	D-1,000
WCHA	Chambersburg, Pa.	D-1,000
WDSC	Dillon, S. C.	D-1,000
†WEAB	Greer, S. C.	D-250
WIBK	Knoxville, Tenn.	D-1,000
KDDD	Dumas, Tex.	D-250
KBUH	Brigham City, Utah	D-250
WHTN	Huntington, W. Va.	D-1,000
	810 KC. CLEAR	
KGO	San Francisco, Cal.	DA-50,000
WASL	Annapolis, Md.	D-250
KCMO	Kansas City, Mo.	LS-50,000 DA-N-10,000
WGY	Schenectady, N. Y.	50,000
WKBC	N. Wilkesboro, N. C.	D-1,000
WCEC	Rocky Mount, N. C.	D-1,000
WEDO	McKeesport, Pa.	D-1,000
KTBI	Tacoma, Wash.	D-1,000
WJPG	Green Bay, Wis.	D-1,000
	820 KC. CLEAR	
WAIT	Chicago, Ill.	LS-5,000 N-L-5,000
WCBD	Chicago, Ill.	D-5,000
WIKY	Evansville, Ind.	D-250
WOSU	Columbus, O.	LS-5,000 N-L-5,000
WFAA	Dallas, Tex. (See 570 kc.)	50,000
WBAP	Fort Worth, Tex. (See 570 kc.)	50,000
	830 KC. CLEAR	
WCCO	Minneapolis, Minn.	50,000
KBOA	Kennett, Mo.	D-1,000
WNYC	New York, N. Y.	LS-1,000 DA-N-L-1,000
	840 KC. CLEAR	
WKAB	Mobile, Ala.	D-1,000
WKNB	New Britain, Conn.	D-1,000
WHAS	Louisville, Ky.	50,000
WVPO	Stroudsburg, Pa.	D-250
	850 KC. CLEAR	
WTNB	Birmingham, Ala. (CP from 1490 kc.)	LS-5,000 DA-N-1,000
KOA	Denver, Colo.	50,000
WRUF	Gainesville, Fla.	LS-5,000 N-L-5,000 *DA-N-5,000
WHDH	Boston, Mass.	DA-50,000
WKBZ	Muskegon, Mich.	DA-1,000
KFUO	Clayton, Mo.	5,000
WXKW	Albany, N. Y.	DA-10,000
WNAO	Raleigh, N. C.	DA-N-5,000
WJW	Cleveland, O.	DA-5,000
WEEU	Reading, Pa.	D-1,000 *DA-N-1,000

Call Letters	City	Power in Watts
	860 KC. CLEAR	
KTRB	Modesto, Cal.	DA-N-1,000
		*LS-5,000
		*DA-N-1,000
WERD	Atlanta, Ga.	D-1,000
WDMG	Douglas, Ga.	D-1,000
KWPC	Muscatine, Ia.	D-250
KOAM	Pittsburgh, Kan.	LS-10,000
		DA-N-5,000
WSON	Henderson, Ky.	D-500
†....	New Ulm, Minn.	D-1,000
WKOB	North Adams, Mass.	D-250
WHOD	Homestead, Pa.	D-250
WTEL	Philadelphia, Pa.	D-250
	(CP from 1340 kc)	
WLBG	Laurens, S. C.	D-250
KPAN	Hereford, Tex.	D-250
KSFA	Nacogdoches, Tex.	D-1,000
WFHG	Bristol, Va.	D-1,000
WCAV	Norfolk, Va.	D-1,000
WOAY	Oak Hill, W. Va.	D-1,000
WFOX	Milwaukee, Wis.	D-250
WNEL	San Juan, P. R.	DA-5,000
	870 KC. CLEAR	
KIEV	Glendale, Cal.	D-250
WWL	New Orleans, La.	DA-50,000
WKAR	E. Lansing, Mich.	D-5,000
WHCU	Ithaca, N. Y.	LS-1,000
		N-L-1,000
WGTL	Kannapolis, N. C.	D-1,000
KCNC	Fort Worth, Tex.	D-250
WFLO	Farmville, Va.	D-1,000
	880 KC. CLEAR	
WCBS	New York, N. Y.	50,000
WRRZ	Clinton, N. C.	D-1,000
WRFD	Worthington, O.	D-5,000
	890 KC. CLEAR	
WENR	Chicago, Ill.	50,000
WLS	Chicago, Ill.	50,000
WHNC	Henderson, N. C.	D-1,000
KBYE	Oklahoma City, Okla.	D-1,000
	900 KC. CLEAR	
WKAX	Birmingham, Ala.	D-1,000
KLCN	Blytheville, Ark.	D-1,000
KSGN	Sanger, Cal.	D-1,000
WSWN	Belle Glade, Fla.	D-1,000
WKYW	Louisville, Ky.	D-1,000
†WLSI	Pikeville, Ky.	D-1,000
†KTIS	Minneapolis, Minn.	D-1,000
KSJK	Columbus, Neb.	D-1,000
WOTW	Nashua, N. H.	D-1,000
WAYN	Rockingham, N. C.	D-1,000
†KVNJ	Fargo, N. D.	D-1,000
WAND	Canton, O.	D-500
WCPA	Clearfield, Pa.	D-1,000
WSBA	York, Pa.	D-1,000
KCLW	Hamilton, Tex.	D-250
WATK	Antigo, Wis.	D-250
	910 KC. CLEAR	
KLX	Oakland, Cal.	1,000
†KVNE	Oxnard, Cal.	D-1,000
KPOF	Denver, Colo.	LS-5,000
		N-1,000
†WHAY	New Britain, Conn.	DA-5,000
WSUI	Iowa City, Ia.	DA-5,000
†KJAN	Opelousas, La.	DA-N-1,000
WABI	Bangor, Me.	DA-N-5,000
WFDF	Flint, Mich.	DA-1,000
WCOC	Meridian, Miss.	LS-5,000
		N-1,000
WPFB	Middletown, O.	D-1,000
KGLC	Miami, Okla.	DA-1,000
WAVL	Apollo, Pa.	D-1,000
WGBI	Scranton, Pa.	LS-1,000
		N-500
WQAN	Scranton, Pa.	LS-1,000
		N-500
WJHL	Johnson City, Tenn.	LS-5,000
		DA-N-1,000
†WPTN	Paris, Tenn.	D-1,000
KRIO	McAllen, Tex.	DA-1,000
KRRV	Sherman, Tex.	DA-1,000
KALL	Salt Lake City, Utah	DA-1,000
WRNL	Richmond, Va.	DA-N-5,000
KVAN	Vancouver, Wash.	DA-1,000
WPRP	Ponce, P. R.	DA-5,000
	920 KC. REGIONAL	
†....	Russelville, Ala.	D-1,000
KARK	Little Rock, Ark.	DA-N-5,000
KVEC	San Luis Obispo, Cal.	LS-1,000
		N-500
KFXJ	Grand Junction, Colo.	LS-1,000
		N-500
WGST	Atlanta, Ga.	LS-5,000
		N-1,000
WBAA	W. Lafayette, Ind.	LS-5,000
		DA-N-1,000
KFNF	Shenandoah, Ia.	LS-1,000
		N-500
KDHL	Faribault, Minn.	DA-1,000
KWAD	Wadena, Minn.	DA-N-1,000
KRAM	Las Vegas, Nev.	D-1,000
KOLO	Reno, Nev.	DA-1,000
WTTM	Trenton, N. J.	DA-1,000
WKRT	Cortland, N. Y.	D-1,000
WBBB	Burlington, N. C.	D-5,000
†WLTA	Lewistown, Pa.	D-1,000
WJAR	Providence, R. I.	DA-5,000
KUSD	Vermillion, S. D.	500
KELP	El Paso, Tex.	D-1,000
KECK	Odessa, Tex.	D-1,000
KTLW	Texas City, Tex.	D-1,000
KXLY	Spokane, Wash.	5,000
WMMN	Fairmont, W. Va.	DA-N-5,000
	930 KC. REGIONAL	
KHJ	Los Angeles, Cal.	DA-5,000
†KCRO	Woodland, Cal.	D-1,000
†KROM	Pueblo, Colo.	LS-5,000
		DA-N-1,000
WJAX	Jacksonville, Fla.	DA-N-5,000
KSEI	Pocatello, Ida.	DA-N-5,000
WTAD	Quincy, Ill.	DA-N-1,000
WKCT	Bowling Green, Ky.	D-1,000
WFMD	Frederick, Md.	DA-N-500
WBCK	Battle Creek, Mich.	DA-1,000
WSLI	Jackson, Miss.	DA-N-5,000
WWNH	Rochester, N. H.	D-1,000
WPAT	Paterson, N. J.	D-1,000
WBEN	Buffalo, N. Y.	DA-N-5,000
WRRF	Washington, N. C.	D-5,000
†WEOL	Elyria, O.	DA-1,000
WKY	Oklahoma City, Okla.	
		DA-N-5,000
WCNR	Bloomsburg, Pa.	D-500
KSDN	Aberdeen, S. D.	DA-1,000
†KDET	Center, Tex.	D-1,000
KITE	San Antonio, Tex.	D-1,000
WSAZ	Huntington, W. Va.	LS-5,000
		DA-N-1,000
WLBL	Stevens Point, Wis.	D-5,000
KTKN	Ketchikan, Alaska	1,000
	940 KC. CLEAR	
KTKC	Visalia, Cal.	DA-5,000
	* Fresno, Cal.	
WINZ	Hollywood, Fla.	*DA-50,000
		DA-1,000
WMAZ	Macon, Ga.	DA-10,000
WMIX	Mt. Vernon, Ill.	D-1,000
KIOA	Des Moines, Ia.	LS-10,000
		DA-U-N-5,000
WTPS	New Orleans, La.	D-1,000
WESA	Charleroi, Pa.	D-250
KVAI	Amarillo, Tex.	DA-1,000
†WIPR	Rio Piedsas, P. R.	DA-10,000
	950 KC. REGIONAL	
†KXJK	Forrest City, Ark.	D-1,000
KFSA	Ft. Smith, Ark.	LS-1,000
		DA-N-500
KFEL	Denver, Colo.	DA-5,000
WLOF	Orlando, Fla.	DA-5,000
WGOV	Valdosta, Ga.	LS-5,000
		DA-U-N-1,000
KDSH	Boise, Ida.	DA-N-5,000
WAAF	Chicago, Ill.	D-1,000
WORL	Boston, Mass	D-1,000
WWJ	Detroit, Mich.	DA-N-5,000
WARC	Rochester, N. Y.	DA-1,000
WIBX	Utica, N. Y.	DA-5,000
WPEN	Philadelphia, Pa.	DA-N-5,000
WSPA	Spartanburg, S. C.	DA-N-5,000
†WCLC	Clarksville, Tenn.	D-1,000
KPRC	Houston, Tex.	DA-N-5,000
KSEL	Lubbock, Tex.	LS-1,000
		DA-N-500
KJR	Seattle, Wash.	DA-N-5,000
WKNA	Charleston, W. Va.	DA-1,000
	960 KC. REGIONAL	
WBRC	Birmingham, Ala.	DA-N-5,000
KOOL	Phoenix, Ariz.	DA-N-5,000
KROW	Oakland, Cal.	1,000
		*DA-5,000
†KVRV	Victorville, Cal.	D-5,000
WELI	New Haven, Conn.	DA-N-1,000
WRFC	Athens, Ga.	D-1,000
WSBT	South Bend, Ind.	DA-5,000
KMA	Shenandoah, Ia.	DA-N-5,000
KROF	Abbeville, La.	D-1,000
WBOC	Salisbury, Md.	DA-N-1,000
†WHAK	Rogers City, Mich.	D-1,000
KFVS	Cape Girardeau, Mo.	LS-1,000
		DA-N-500
WEAV	Plattsburg, N. Y.	DA-1,000
WWST	Wooster, O.	D-500
WCMB	Lemoyne, Pa.	D-1,000
KIMP	Mt. Pleasant, Tex.	D-1,000
KGKL	San Angelo, Tex.	LS-5,000
		DA-N-1,000
KOVO	Provo, Utah	DA-N-1,000
WDBJ	Roanoke, Va.	DA-N-5,000
WTCH	Shawano, Wis.	D-1,000
	970 KC. REGIONAL	
WFLA	Tampa, Fla.	DA-N-5,000
†WGLS	Decatur, Ga.	D-1,000
WAVE	Louisville, Ky.	DA-5,000
KVOB	Alexandria, La.	LS-1,000
	(CP from 1490 kc.)	DA-N-500
WCSH	Portland, Me.	DA-N-5,000
KLER	Rochester, Minn.	LS-500
		DA-U-N-1,000
KNEB	Scotts Bluff, Nebr.	D-1000
WAAT	Jersey City, N. J.	LS-5,000
		DA-N-1,000
WEBR	Buffalo, N. Y.	DA-5,000
WRCS	Ahoskie, N. C.	D-1,000
WDAY	Fargo, N. D.	DA-N-5,000
WICA	Ashtabula, O.	D-1,000
		*LS-5,000
		*DA-U-N-1,000
KOIN	Portland, Ore.	DA-N-5,000
WWSW	Pittsburgh, Pa.	DA-5,000
	(CP from 1490 kc.)	
WJMX	Florence, S. C.	D-5,000
KWBC	Ft. Worth, Tex.	D-1,000
WWYO	Pineville, W. Va.	D-1,000
WHA	Madison, Wis.	D-5,000
KHBC	Hilo, T. H.	1,000
	980 KC. REGIONAL	
WKLF	Clanton, Ala.	D-1,000
KFWB	Los Angeles, Cal.	5,000
WRC	Washington, D. C.	DA-N-5,000
WKLY	Hartwell, Ga.	D-1,000
†KCIJ	Shreveport, La.	D-5,000
KMBC	Kansas City, Mo.	DA-N-5,000
WTRY	Troy, N. Y.	DA-5,000
WGBG	Greensboro, N. C.	D-1,000
†WONE	Dayton, O.	DA-5,000
WSIX	Nashville, Tenn.	DA-N-5,000
†KCUI	Midland, Tex.	D-1,000
KFRD	Rosenberg, Tex.	D-500
	990 KC. CLEAR	
†....	Fayette, Ala.	D-1,000
KWEM	W. Memphis, Ark.	D-1,000
KTLN	Denver, Colo.	D-1,000
WLCR	Torrington, Conn.	D-1,000
WHOO	Orlando, Fla.	LS-10,000
		DA-N-5,000
WDWD	Dawson, Ga.	D-1,000
WCAZ	Carthage, Ill.	D-1,000
WITZ	Jasper, Ind.	D-1,000
KAYL	Storm Lake, Ia.	D-250
WJMR	New Orleans, La.	D-250
WBET	Brockton, Mass.	D-250
WSTS	Southern Pines, N. C.	D-250
WIBG	Philadelphia, Pa.	DA-10,000
WNOX	Knoxville, Tenn.	DA-N-10,000
KTRM	Beaumont, Tex.	D-250
†KBKX	San Antonio, Tex.	D-1,000
KFDX	Wichita Falls, Tex.	LS-5,000
		DA-N-1,000
†WJBA	Sparta, Wis.	D-250
WPRA	Mayaguez, P. R.	LS-5,000
		N-1,000
		*DA-10,000
	1000 KC. CLEAR	
WCFL	Chicago, Ill.	DA-50,000
WKNS	Kinston, N. C.	D-1,000
KTOK	Oklahoma City	LS-5,000
	(CP from 1400 kc)	DA-N-1,000
WSCR	Scranton, Pa.	D-1,000
KSTA	Colman, Tex.	D-250
KGRI	Henderson, Tex.	D-250
†WHLW	Rutland, Vt.	D-1,000
KOMO	Seattle, Wash.	DA-N-50,000
	1010 KC. CLEAR	
WJMW	Athens, Ala.	D-250
KLRA	Little Rock, Ark.	LS-10,000
		DA-N-5,000
WCNU	Crestview, Fla.	D-1,000
WJVB	Jacksonville Beach, Fla.	D-250
WEAS	Decatur, Ga.	D-1,000
WSUA	Bloomington, Ind.	D-1,000
KSMN	Mason City, Ia.	D-1,000
KIND	Independence, Kan.	D-250
†WTLS	Baltimore, Md.	D-1,000
WAPF	McComb, Miss.	D-250
WINS	New York, N. Y.	LS-50,000
		DA-U-N-10,000
		*DA-50,000
WABZ	Albemarle, N. C.	D-1,000
WHIN	Gallatin, Tenn.	D-1,000
KAMQ	Amarillo, Tex.	D-1,000
†WMEV	Marion, Va.	D-1,000
WTWT	Stevens Point, Wis.	D-250
	1020 KC. CLEAR	
KFVD	Los Angeles, Cal.	LS-5,000
		N-L-5,000
WCIL	Carbondale, Ill.	D-1,000
WMMJ	Peoria, Ill.	D-1,000
KDKA	Pittsburgh, Pa.	50,000
	1030 KC. CLEAR	
WBZ	Boston, Mass.	50,000
WBZA	Springfield, Mass.	1,000
KOB	Albuquerque, N. M.	10,000
	(SSA on 770 kc.)	*50,000
†KWBU	Corpus Christi, Tex.	SH-50,000
	1040 KC. CLEAR	
WHO	Des Moines, Iowa	50,000
KIXL	Dallas, Tex.	D-1,000
	1050 KC. CLEAR	
WRFS	Alexander City, Ala.	D-1,000
KVLC	Little Rock, Ark.	D-1,000
KVSM	San Mateo, Cal.	D-250
WIVY	Jacksonville, Fla.	D-1,000
WMMB	Melbourne, Fla.	D-250
WHBO	Sulphur Springs, Fla.	D-250
WDZ	Tuscola, Ill.	D-1,000
KGAR	Garden City, Kan.	D-1,000
WZIP	Covington, Ky.	D-250
WKTM	Mayfield, Ky.	D-1,000
WGAY	Silver Spring, Md.	D-1,000
WPAG	Ann Arbor, Mich.	D-1,000
KROX	Crookston, Minn.	D-1,000
†WACR	Starksville, Miss.	D-250
WMGM	New York, N. Y.	DA-50,000
WWGP	Sanford, N. C.	D-1,000
KFMJ	Tulsa, Okla.	D-1,000
†....	Sparta, Tenn.	D-1,000
†WRYO	Rochester, Pa.	D-250
†KELT	Electra, Tex.	D-250
WVEC	Hampton, Va.	D-250
KRKL	Kirkland, Wash.	D-250
WRFW	Eau Claire, Wis.	D-1,000
WLIP	Kenosha, Wis.	D-250
	1060 KC. CLEAR	
WIBV	Belleville, Ill.	D-250
WHFB	Benton Harbor, Mich.	D-1,000
WMAP	Monroe, N. C.	D-250
WCMW	Canton, Ohio	D-1,000
KYW	Philadelphia, Pa.	DA-50,000
	1070 KC. CLEAR	
WAPI	Birmingham, Ala.	DA-N-5,000
KNX	Los Angeles, Cal.	50,000
WVCG	Coral Gables, Fla.	D-1,000
WIBC	Indianapolis, Ind.	DA-50,000
KFBI	Wichita, Kan.	LS-10,000
		DA-N-1,000
KHMO	Hannibal, Mo.	LS-5,000
		DA-U-N-1,000
WHPE	High Point, N. C.	D-1,000
KBKI	Alice, Tex.	D-1,000
WKOW	Madison, Wis.	LS-10,000
		DA-U-N-5,000
WKVM	Arecibo, P. R.	DA-10,000
	(CP from 1230 kc.)	
	1080 KC. CLEAR	
KSCO	Santa Cruz, Cal.	D-1,000
WTIC	Hartford, Conn.	DA-N-50,000
WKLO	Louisville, Ky.	LS-5,000
		DA-U-N-1,000
WOAP	Owosso, Mich.	D-250
WREX	Duluth, Minn.	LS-10,000
		DA-U-N-5,000
WXRA	Kenmore, N. Y.	D-1,000
WEWO	Laurinburg, N. C.	D-1,000
KWJJ	Portland, Ore.	DA-10,000
WPGH	Pittsburgh, Pa.	D-1,000
KRLD	Dallas, Tex.	DA-N-50,000
	1090 KC. CLEAR	
KTHS	Hot Springs, Ark.	LS-10,000
		N-1,000
WCRA	Effingham, Ill.	D-250
WFTW	Ft. Wayne, Ind.	D-1,000
KAYX	Waterloo, Ia.	D-1,000
WBAL	Baltimore, Md.	DA-N-50,000
WBMS	Boston, Mass.	D-1,000
WMUS	Muskegon, Mich.	D-1,000
KING	Seattle, Wash.	DA-10,000
		*DA-50,000
	1100 KC. CLEAR	
KJBS	San Francisco, Cal.	LS-1,000
		N-L-1,000
WLBB	Carrollton, Ga.	D-250
WHLI	Hempstead, N. Y.	D-250
WTAM	Cleveland, O.	50,000
WGPA	Bethlehem, Pa.	D-250
	1110 KC. CLEAR	
KXLA	Pasadena, Cal.	DA-10,000
WALT	Tampa, Fla.	D-1,000
WMBI	Chicago, Ill.	LS-5,000
		N-L-5,000
KFAB	Omaha, Neb.	DA-N-50,000
†WONO	Oneonta, N. Y.	D-250
WBT	Charlotte, N. C.	DA-N-50,000
WNAR	Norristown, Pa.	D-500
WHIM	Providence, R. I.	D-1,000
KIPA	Hilo, T. H.	1,000
WVJP	Caguas, P. R.	250
	1120 KC. CLEAR	
WBCC	Bethesda, Md.	D-250
KMOX	St. Louis, Mo.	50,000
WWOL	Lackawanna, N. Y.	D-1,000
KCLE	Cleburne, Tex.	D-250
	1130 KC. CLEAR	
KRDU	Dinuba, Cal.	D-250
KYOR	San Diego, Cal.	D-250
		*DA-5,000
KWKH	Shreveport, La.	DA-N-50,000
WCAR	Pontiac, Mich.	D-1,000
WDGY	Minneapolis, Minn.	LS-5,000
		N-L-500
		*LS-50,000
		*DA-U-N-25,000
WNEW	New York, N. Y.	DA-10,000
	1140 KC. CLEAR	
KGDM	Stockton, Cal.	DA-N-5,000
		*DA-N-10,000
WMIE	Miami, Fla.	LS-10,000
		DA-U-N-5,000
KGEM	Boise, Ida.	DA-N-10,000
	(CP from 1340 kc.)	
WSIV	Pekin, Ill.	D-1,000
KLPR	Oklahoma City	D-1,000
KSOO	Sioux Falls, S. D.	LS-5,000
		N-L-5,000
KORC	Mineral Wells, Tex.	D-250
WRVA	Richmond, Va.	DA-50,000
	1150 KC. REGIONAL	
WJRD	Tuscaloosa, Ala.	LS-5,000
		DA-N-1,000
KCKY	Coolidge, Ariz.	DA-N-1,000
†KXOC	Chico, Cal.	DA-N-1,000
KFSG	Los Angeles, Cal.	LS-2,500
		N-1000
KRKD	Los Angeles, Cal.	LS-2,500
		N-1,000
		*LS-5,000
		*N-1,000
†....	Salina, Cal.	D-500
WCNX	Middletown, Conn.	D-500
WDEL	Wilmington, Del.	DA-5,000
WNDB	Daytona Beach, Fla.	D-1,000
KWDM	Des Moines, Ia.	DA-1,000
KSAL	Salina, Kan.	DA-N-1,000
		*DA-N-5,000
WTCO	Campbellsville, Ky.	D-1,000
WJBO	Baton Rouge, La.	DA-5,000
WCOP	Boston, Mass.	DA-5,000
†KGFM	Great Falls, Mont.	DA-N-5,000
WRUN	Utica, N. Y.	LS-5000
		DA-U-N-1,000
WFNS	Burlington, N. C.	D-1,000
WIMA	Lima, O.	DA-1,000
KFJI	Klamath Falls, Ore.	DA-N-1,000
	(CP from 1240 kc.)	

(Continued)

XUM

(Continued)

Call Letters	City	Power in Watts
WKPA	New Kensington, Pa.	D-250
WTYC	Rock Hill, S. C.	D-1,000
†WSNW	Seneca, S. C.	D-1,000
WAPO	Chattanooga, Tenn.	LS-5,000 DA-N-1,000
WTAW	College Station, Tex.	D-1,000
KRSC	Seattle, Wash.	1,000
WISN	Milwaukee, Wis.	DA-5,000
WORA	Mayaguez, P. R.	1,000

1160 KC. CLEAR

WJJD	Chicago, Ill.	LS-50,000 DA-L-N-L-50,000
KSL	Salt Lake City, Utah	50,000

1170 KC. CLEAR

WJJJ	Montgomery, Ala.	LS-10,000 DA-U-N-1,000
KSDJ	San Diego, Cal.	LS-5,000 DA-U-N-1,000
KLOK	San Jose, Cal.	D-5,000
WLBH	Mattoon, Ill.	D-250
KVOO	Tulsa, Okla.	DA-N-50,000
KPUG	Bellingham, Wash.	DA-1,000
WWVA	Wheeling, W. Va.	DA-N-50,000

1180 KC. CLEAR

WLDS	Jacksonville, Ill.	D-1,000
WHAM	Rochester, N. Y.	50,000

1190 KC. CLEAR

†KYSC	Yuma, Ariz.	DA-1,000
KGYW	Vallejo, Cal.	D-250
WOWO	Ft. Wayne, Ind.	10,000
KWHK	Hutchinson, Kan.	D-1,000
WANN	Annapolis, Md.	D-1,000
WKOX	Framingham, Mass.	D-1,000
WLIB	New York, N. Y.	LS-1,000 N-L-1,000
KEX	Portland, Ore.	DA-50,000
KLIF	Oak Cliff, Tex.	D-1,000

1200 KC. CLEAR

WOAI	San Antonio, Tex.	50,000

1210 KC. CLEAR

WCNT	Centralia, Ill.	D-1,000
WKNX	Saginaw, Mich.	D-1,000
WADE	Wadesboro, N. C.	D-1,000
WWSO	Springfield, O.	D-250
WCAU	Philadelphia, Pa.	50,000

1220 KC. CLEAR

†WFEC	Miami, Fla.	D-250
WSFT	Thomaston, Ga.	D-250
WLPO	La Salle, Ill.	D-250
WCLA	Baton Rouge, La.	D-250
†WSHB	Stillwater, Minn.	D-250
WHSY	Hattiesburg, Miss.	D-250
WGNY	Newburgh, N. Y.	D-1,000
WGAR	Cleveland, O.	DA-50,000
KGYN	Guymon, Okla.	D-1,000
WRIB	Providence, R. I.	D-250
KDSX	Denison, Tex.	D-1,000
WFAX	Falls Church, Va.	D-250
KXRN	Renton, Wash.	D-250

1230 KC. LOCAL

WAUD	Auburn, Ala.	250
WIRB	Enterprise, Ala.	250
†WJBB	Haleyville, Ala.	250
WBHP	Huntsville, Ala.	250
WMOB	Mobile, Ala.	250
WHTB	Talladega, Ala.	250
WTBC	Tuscaloosa, Ala.	250
KGYN	Kingman, Ariz.	250
KSUN	Lowell, Ariz. *Bisbee, Ariz.	250
KPHO	Phoenix, Ariz.	250
KRKN	Ft. Smith, Ark.	250
KBTM	Jonesboro, Ark.	250
KERO	Bakersfield, Cal.	250
KWTC	Barstow, Cal.	250
KXO	El Centro, Cal.	250
KDAC	Fort Bragg, Cal.	250
KGFJ	Los Angeles, Cal.	250
KPRL	Paso Robles, Cal.	250
KWG	Stockton, Cal.	250
KRAI	Craig, Colo.	250
KEXO	Grand Juncton, Colo.	250
KDZA	Pueblo, Colo.	250
KGEK	Sterling, Colo.	D-100
WTHT	Hartford, Conn.	250
WGGG	Gainesville, Fla.	250
WCNH	Quincy, Fla.	250
WJNO	West Palm Beach, Fla.	250
WDEC	Americus, Ga.	250
WTNT	Augusta, Ga.	250
WBLJ	Dalton, Ga.	250
WFOM	Marietta, Ga.	250
WFRP	Savannah, Ga.	250
WAYX	Waycross, Ga.	250
KBIO	Burley, Ida. (CP from 1400 kc.)	250
WJBC	Bloomington, Ill.	250
WQUA	Moline, Ill.	250
†WFAR	Quincy, Ill.	250
WJOB	Hammond, Ind.	250
WTCJ	Tell City, Ind.	250
WBOW	Terre Haute, Ind.	250
KFJB	Marshalltown, Ia.	250
WHIR	Danville, Ky.	250
WHLN	Harlan, Ky.	250
WHOP	Hopkinsville, Ky.	250
KNOE	Monroe, La. (CP for 1390 kc)	250
†WADW	New Orleans, La.	250
WJBW	New Orleans, La.	250
KSLO	Opelousas, La.	250
WJOR	Bangor, Me.	250
WITH	Baltimore, Md.	250
WMNB	North Adams, Mass.	250
WESX	Salem, Mass.	250
WNEB	Worcester, Mass.	250
WJEF	Grand Rapids, Mich.	250
WIKB	Iron Mountain, Mich.	250
WMPC	Lapeer, Mich.	SH-250
WSOO	Sault Ste. Marie, Mich.	LS-250 N-100
KGDE	Fergus Falls, Minn.	250
KYSM	Mankato, Minn.	250
KTRF	Thief River Falls, Minn.	250
KWNO	Winona, Minn.	250
WCMA	Corinth, Miss.	250
WSSO	Starkville, Miss.	250
WAZF	Yazoo City, Miss.	250
KSWM	Joplin, Mo.	250
KLWT	Lebanon, Mo.	250
KRES	St. Joseph, Mo.	250
WIL	St. Louis, Mo. (CP for 1430 kc.)	250
KANA	Anaconda, Mont.	250
KXLO	Lewiston, Mont.	250
KIYI	Shelby, Mont.	250
KHAS	Hastings, Neb.	250
†KELN	Ely, Nev.	250
KLAS	Las Vegas, Nev.	250
KXXL	Reno, Nev.	250
WMOU	Berlin, N. H.	250
WTSV	Claremont, N. H.	250
†KYLE	Alamogordo, N. M.	250
†KENE	Belen, N. M.	250
†KOTS	Deming, N. M.	250
KGAK	Gallup, N. M.	250
KFUN	Las Vegas, N. M.	250
KSWS	Roswell, N. M.	250
WENY	Elmira, N. Y.	250
WGLN	Glens Falls, N. Y.	100
WHUC	Hudson, N. Y.	250
WFAS	White Plains, N. Y.	250
WISE	Asheville, N. C.	250
WWNF	Fayetteville, N. C.	250
WMFR	High Point, N. C.	250
WFTC	Kinston, N. C.	250
WNNC	Newton, N. C.	250
WCBT	Roanoke Rapids, N. C.	250
KDIX	Dickinson, N. D.	250
WCPO	Cincinnati, O.	250
WCOL	Columbus, O.	250
WTOL	Toledo, O.	250
KADA	Ada, Okla.	250
WBBZ	Ponca City, Okla.	250
KAST	Astoria, Ore.	250
KOOS	Coos Bay, Ore.	250
KYJC	Medford, Ore.	250
KNPT	Newport, Ore.	250
KGON	Oregon City, Ore.	250
KODL	The Dalles, Ore.	LS-250 N-100
WHOL	Allentown, Pa.	250
WBVP	Beaver Falls, Pa.	250
WCED	DuBois, Pa.	250
WERC	Erie, Pa.	250
WKBO	Harrisburg, Pa.	250
WCRO	Johnstown, Pa.	250
WBPZ	Lock Haven, Pa.	250
WERI	Westerly, R. I.	250
WAIM	Anderson, S. C.	250
WNOK	Columbia, S. C.	250
WOLS	Florence, S. C.	250
WCAT	Rapid City, S. D.	SH-100
KISD	Sioux Falls, S. D.	250
WHBT	Harriman, Tenn.	250
WMMT	McMinnville, Tenn.	250
KSIX	Corpus Christi, Tex.	250
KDLK	Del Rio, Tex.	250
KNUZ	Houston, Tex.	250
KEVT	Kerrville, Tex.	250
KOSF	Nacogdoches, Tex.	250
KSST	Sulphur Springs, Tex.	250
KCMC	Texarkana, Tex.	250
KWTX	Waco, Tex.	250
KMUR	Murray, Utah	250
KOAL	Price, Utah	250
WJOY	Burlington, Vt.	250
WFVA	Fredericksburg, Va.	250
WLBW	Lynchburg, Va.	250
†WNOR	Norfolk, Va.	250
WPUV	Pulaski, Va.	250
†KWIE	Kennewick, Wash.	250
KFIO	Spokane, Wash.	250
WLOG	Logan, W. Va.	250
WAJR	Morgantown, W. Va.	250
WCOM	Parkersburg, W. Va.	250
WHBY	Appleton, Wis.	250
WCLO	Janesville, Wis.	250
WDSM	Superior, Wis.	250
KVOC	Casper, Wyo.	250
KOVE	Lander, Wyo.	250
WKVM	Arecibo, P. R. (CP for 1070 kc.)	250

1240 KC. LOCAL

WEBJ	Brewton, Ala.	250
†WULA	Eufala, Ala.	250
WMFT	Florence, Ala.	250
WJBY	Gadsden, Ala.	250
WWWB	Jasper, Ala.	250
WCOV	Montgomery, Ala.	250
KWJB	Globe, Ariz.	250
KYUM	Yuma, Ariz. (CP for 560 kc.)	250
KVRC	Arkadelphia, Ark.	250
KHOZ	Harrison, Ark.	250
KWAK	Stuttgart, Ark.	250
KHUM	Eureka, Cal.	250
KDON	Monterey, Cal.	250
KPPC	Pasadena, Cal.	SH-100
KROY	Sacramento, Cal.	250
KRNO	San Bernardino, Cal.	250
KSON	San Diego, Cal.	250
KSUE	Susanville, Cal.	250
KCOK	Tulare, Cal. (CP for 1270 kc.)	250
KRDO	Colorado Springs, Colo.	250
KUBC	Montrose, Colo.	250
KCRT	Trinidad, Colo.	250
WWCO	Waterbury, Conn.	250
WINK	Ft. Myers, Fla.	250
WLBF	Leesburg, Fla.	250
WFOY	St. Augustine, Fla.	250
WBHB	Fitzgerald, Ga.	250
WGGA	Gainesville, Ga.	250
WLAG	LaGrange, Ga.	250
WBML	Macon, Ga.	250
WPAX	Thomasville, Ga.	250
WTWA	Thomson, Ga.	250
KVNI	Coeur D'Alene, Ida.	250
KEYY	Pocatello, Ida.	250
KWEI	Weiser, Ida.	250
WCRW	Chicago, Ill.	SH-100
WEDC	Chicago, Ill.	SH-250
WSBC	Chicago, Ill.	SH-250
WEBQ	Harrisburg, Ill.	250
WTAX	Springfield, Ill.	100
WHBU	Anderson, Ind.	250
KDEC	Decorah, Ia.	SH-250
KWLC	Decorah, Ia.	SH-250
KBIZ	Ottumwa, Ia.	250
KICD	Spencer, Ia.	250
KIUL	Garden City, Kan.	250
KAKE	Wichita, Kan.	250
WINN	Louisville, Ky.	250
WFTM	Maysville, Ky.	250
†WPKE	Pikeville, Ky.	250
WSFC	Somerset, Ky.	250
KANE	New Iberia, La.	250
WCOU	Lewiston, Me.	250
WCMD	Cambridge, Md.	100
WJEJ	Hagerstown, Md.	250
WHAI	Greenfield, Mass.	250
WOCB	West Yarmouth, Mass.	250
WATT	Cadillac, Mich.	250
WJPD	Ishpeming, Mich.	250
WJIM	Lansing, Mich. (CP for 550 kc.)	250
WMFG	Hibbing, Minn.	250
WGRM	Greenwood, Miss.	250
WGCM	Gulfport, Miss.	250
WMOX	Meridian, Miss.	250
WMIS	Natchez, Miss.	250
KFMO	Flat River, Mo.	250
KWOS	Jefferson City, Mo.	250
KBMY	Billings, Mont.	250
KAVR	Havre, Mont.	250
KXLJ	Helena, Mont.	250
KFOR	Lincoln, Neb.	250
KODY	N. Platte, Neb.	250
WKBR	Manchester, N. H.	250
WSNJ	Bridgeton, N. J.	250
KAVE	Carlsbad, N. M.	250
KICA	Clovis, N. M.	250
WGBB	Freeport, N. Y.	100
WGVA	Geneva, N. Y.	250
WJTN	Jamestown, N. Y.	250
WVOS	Liberty, N. Y.	250
WSNY	Schenectady, N. Y.	250
WATN	Watertown, N. Y.	250
†WBRM	Brevard, N. C.	250
WSOC	Charlotte, N. C.	250
WJNC	Jacksonville, N. C.	250
WRAL	Raleigh, N. C.	250
WENC	Whiteville, N. C.	250
KDLR	Devils Lake, N. D.	250
WLOK	Lima, O.	250
†WBBW	Youngstown, O.	250
WHIZ	Zanesville, O.	250
KVSO	Ardmore, Okla.	250
KASA	Elk City, Okla.	250
KHBG	Okmulgee, Okla.	250
KWIL	Albany, Ore.	250
KFJI	Klamath Falls, Ore. (CP for 1150 kc.)	100
KFLW	Klamath Falls, Ore. (CP from 1450 kc.)	250
KWRC	Pendleton, Ore.	250
WRTA	Altoona, Pa.	250
WHUM	Reading, Pa.	250
WKOK	Sunbury, Pa.	250
WBAX	Wilkes-Barre, Pa.	250
WWON	Woonsocket, R. I.	250
WKDK	Newberry, S. C.	250
KWAT	Watertown, S. D.	250
WBEJ	Elizabethton, Tenn.	250
WEKR	Fayetteville, Tenn.	250
WBIR	Knoxville, Tenn.	250
WKDA	Nashville, Tenn.	250
WENK	Union City, Tenn.	250
KVLF	Alpine, Tex.	250
KORA	Bryan, Tex.	250
KGBS	Harlingen, Tex.	250
KTXJ	Jasper, Tex.	250
KOCA	Kilgore, Tex.	250
KMAC	San Antonio, Tex. (CP for 630 kc.)	250
KXOX	Sweetwater, Tex.	250
WSKI	Montpelier, Vt.	250
WCHV	Charlottesville, Va.	250
WSSV	Petersburg, Va.	250
WROV	Roanoke, Va.	250
KXLE	Ellensburg, Wash.	250
KGY	Olympia, Wash.	250
WKOY	Bluefield, W. Va.	250
WTIP	Charleston, W. Va.	250
WDNE	Elkins, W. Va.	250
WOMT	Manitowoc, Wis.	250
WIBU	Poynette, Wis.	250
WOBT	Rhinelander, Wis.	250
WJMC	Rice Lake, Wis.	250
KFBC	Cheyenne, Wyo.	250
KRAL	Rawlins, Wyo.	250
KBYR	Anchorage, Alaska	250
†WABA	Aquadilla, P. R.	250

1250 KC. REGIONAL

KGHI	Little Rock, Ark.	LS-1,000 DA-N-500
KTMS	Santa Barbara, Cal.	DA-1,000 *LS-5,000 *DA-U-N-1,000
WDAE	Tampa, Fla.	DA-5,000
WGL	Ft. Wayne, Ind.	DA-1,000
KFKU	Lawrence, Kan.	DA-N-5,000
WREN	Topeka, Kan.	DA-N-5,000
WRMS	Ware, Mass.	D-500
†KAAA	Red Wing, Minn.	D-1,000
WSKB	McComb, Miss.	LS-5,000 DA-N-500
†WMTR	Morristown, N. J.	D-500
WCAE	Pittsburgh, Pa.	DA-N-5,000
WNOW	York, Pa.	D-1,000
WTMA	Charleston, S. C.	LS-5,000 DA-N-1,000
KPAC	Port Arthur, Tex.	LS-5,000 DA-N-1,000
WDVA	Danville, Va.	LS-5,000 DA-N-1,000
KWSC	Pullman, Wash.	5,000
KTW	Seattle, Wash.	1,000
WMAW	Milwaukee, Wis.	DA-5,000

1260 KC. REGIONAL

KGIL	San Fernando, Cal.	DA-1,000
KYA	San Francisco, Cal.	LS-5,000 N-1,000
KFTM	Ft. Morgan, Col.	D-500
WAVZ	New Haven, Conn.	D-1,000
WOL	Washington, D. C.	DA-5,000
†	East Point, Ga.	D-1,000
WFBM	Indianapolis, Ind.	DA-N-5,000
KFGQ	Boone, Iowa	D-250
WNAC	Boston, Mass.	DA-N-5,000
WGVM	Greenville, Miss.	D-1,000
KGBX	Springfield, Mo.	DA-N-5,000
KVSF	Sante Fe, N. M.	1,000
WNDR	Syracuse, N. Y.	DA-N-5,000
WGWR	Asheboro, N. C.	D-1,000
KSMI	Seminole, Okla.	D-500
KMCM	McMinnville, Ore.	D-1,000
KTAE	Taylor, Tex.	D-1,000
KPOW	Powell, Wyo.	DA-N-1,000

1270 KC. REGIONAL

†KPSC	Phoenix, Ariz.	DA-N-5,000
KCOK	Tulare, Cal. (CP from 1240 kc.)	DA-N-1,000
WTAL	Tallahassee, Fla.	DA-N-5,000
KTFI	Twin Falls, Ida.	LS-5,000 N-1,000
WHBF	Rock Island, Ill.	DA-N-5,000
KSCB	Liberal, Kan.	D-1,000
WSPR	Springfield, Mass.	DA-1,000
WXYZ	Detroit, Mich.	DA-N-5,000
WHLD	Niagara Falls, N. Y. (CP from 1290 kc)	DA-D-5,000
†....	Greenville, N. C.	D-1,000
KGCU	Mandan, N. D.	LS-1,000 N-250
WILE	Cambridge, O.	D-1,000
WLBR	Lebanon, Pa.	D-1,000
WTND	Orangeburg, S. C.	D-1,000
KIHO	Sioux Falls, S. D.	DA-1,000
†	Paris, Tenn.	D-1,000
KIOX	Bay City, Tex.	DA-N-1,000
KFJZ	Ft. Worth, Tex.	DA-5,000
WHYU	Newport News, Va.	D-1,000

1280 KC. REGIONAL

KFOX	Long Beach, Cal.	1,000
KXOB	Stockton, Cal.	DA-N-1,000
KSFT	Trinidad, Colo.	LS-1,000 N-500
WIBB	Macon, Ga.	D-1,000
WMRO	Aurora, Ill.	D-250
WGBF	Evansville, Ind.	LS-5,000 DA-N-1,000
KSOK	Arkansas City, Kan.	D-1,000
WDSU	New Orleans, La.	DA-5,000
WFYC	Alma, Mich.	D-1,000
WTCN	Minneapolis, Minn.	LS-5,000 N-1,000
WHBI	Newark, N. J.	LS-2,500 N-1,000
†KDEF	Albuquerque, N. M.	D-1,000
WOV	New York, N. Y.	DA-5,000
WVET	Rochester, N. Y.	DA-N-5,000
WSAT	Salisbury, N. C.	D-1,000
†WONW	Defiance, O.	D-500
†WHVR	Hanover, Pa.	D-1,000
WKST	New Castle, Pa.	DA-N-1,000 *DA-N-5,000
†WANS	Anderson, S. C.	D-1,000
†WJAY	Mullins, S. C.	D-1,000
KWHI	Brenham, Tex.	D-1,000
KLTI	Longview, Tex.	D-1,000
KNAK	Salt Lake City, Utah	LS-1,000 DA-N-500
KIT	Yakima, Wash.	1,000
WNAM	Neenah, Wis.	D-1,000
WCMN	Arecibo, P. R.	1,000

1290 KC. REGIONAL

WMLS	Sylacauga, Ala.	D-1,000
KVOA	Tucson, Ariz.	1,000
KUOA	Siloam Springs, Ark.	D-5,000
KHSL	Chico, Cal.	DA-1,000 *DA-N-5,000
KITO	San Bernardino, Cal.	DA-5,000
WCCC	Hartford, Conn.	D-500
WTUX	Wilmington, Del.	D-500
WTMC	Ocala, Fla.	DA-N-1,000
WIRK	W. Palm Beach, Fla.	DA-1,000
WTOC	Savannah, Ga.	DA-N-5,000
WIRL	Peoria, Ill.	DA-5,000
KGVO	Missoula, Mont.	LS-5,000 N-1,000
KOIL	Omaha, Neb.	DA-N-5,000
WKNE	Keene, N. H.	DA-5,000
WNBF	Binghamton, N. Y.	DA-N-5,000
WHLD	Niagara Falls, N. Y. (CP for 1270 kc)	D-1,000

Call Letters	City	Power in Watts
WHKY	Hickory, N. C.	LS-5,000 DA-N-1,000
WTRF	Bellaire, O.	D-1,000
WHIO	Dayton, O.	DA-N-5,000
KBKO	Portland, Ore.	D-1,000
WJSW	Altoona, Pa.	LS-1,000 DA-N-500
WNAF	Providence, R. I.	D-500
KRGV	Weslaco, Tex.	1,000
KTRN	Wichita Falls, Tex.	LS-5,000 DA-N-1,000
WMLO	Milwaukee, Wis.	D-1,000
KFRB	Fairbanks, Alaska	1,000
	1300 KC. REGIONAL	
KROP	Brawley, Cal.	LS-1,000 N-500
KYNO	Fresno, Cal.	DA-1,000
KAGH	Pasadena, Cal.	D-1,000
KVOR	Colorado Springs, Colo.	1,000
WLIZ	Bridgeport, Conn.	D-1,000
KGLO	Mason City, Ia.	DA-N-5,000
WKLX	Lexington, Ky.	DA-N-1,000
†KDXJ	Jennings, La.	D-1,000
WFBR	Baltimore, Md.	DA-5,000
WJDA	Quincy, Mass.	D-1,000
WOOD	Grand Rapids, Mich.	DA-N-5,000
WJDX	Jackson, Miss.	LS-5,000 N-1,000
†KMMO	Marshall, Mo.	D-500
WTNJ	Trenton, N. J.	D-250
KOME	Tulsa, Okla. (CP from 1340 kc.)	LS-5,000 DA-U-N-1,000
WMAK	Nashville, Tenn.	DA-5,000
KVET	Austin, Tex.	DA-N-1,000
KOL	Seattle, Wash.	DA-5,000
	1310 KC. REGIONAL	
KWBR	Oakland, Cal.	1,000
KTKR	Taft, Cal.	D-500
KFKA	Greeley, Colo.	DA-N-1,000
WISH	Indianapolis, Ind.	LS-5,000 DA-N-1,000
KOKX	Keokuk, Ia.	D-250
WORC	Worcester, Mass.	DA-1,000
WKMH	Dearborn, Mich.	DA-N-1,000
KFSB	Joplin, Mo.	LS-5,000 DA-U-N-1,000
KFBB	Great Falls, Mont.	DA-N-5,000
WCAP	Asbury Park, N. J.	250
WCAM	Camden, N. J.	250
WGAT	Utica, N. Y.	LS-1,000 DA-N-500
WDUK	Durham, N. C.	LS-1,000 DA-N-500
WNAE	Warren, Pa.	D-1,000
WDOD	Chattanooga, Tenn.	DA-N-5,000
†WDXI	Jackson, Tenn.	D-1,000
WRR	Dallas, Tex.	DA-N-5,000
WGH	Newport News, Va. (CP from 1340 kc.)	DA-5,000
WIBA	Madison, Wis.	DA-N-5,000
	1320 KC. REGIONAL	
WAGF	Dotham, Ala.	DA-N-1,000
KWHN	Ft. Smith, Ark.	DA-N-5,000
KCRA	Sacramento, Cal.	DA-1,000
WATR	Waterbury, Conn.	DA-1,000
WJHP	Jacksonville, Fla.	DA-N-5,000
WKAN	Kankakee, Ill.	D-1,000
KWWL	Waterloo, Ia.	D-1,000
WNGO	Mayfield, Ky.	D-1,000
†WDAV	Auburn, Me.	D-500
WEBC	Duluth, Minn.	DA-N-5,000
KXLW	Clayton, Mo.	D-1,000
KOLT	Scottsbluff, Neb.	DA-N-1,000
WLEA	Hornell, N. Y.	D-1,000
WCOG	Greensboro, N. C.	DA-1,000
WHOK	Lancaster, O.	D-500
†KWOE	Clinton, Okla.	D-1,000
WJAS	Pittsburgh, Pa.	DA-N-5,000
WKIX	Columbia, S. C.	LS-1,000 DA-N-500
KELO	Sioux Falls, S. D.	DA-N-5,000
KXYZ	Houston, Tex.	DA-N-5,000
KDYL	Salt Lake City, Utah	DA-5,000
WEMB	San Juan, P. R.	5,000
	1330 KC. REGIONAL	
KFAC	Los Angeles, Cal.	DA-5,000
†WJPS	Evansville, Ind.	LS-5,000 DA-U-N-1,000
KFH	Wichita, Kan.	DA-N-5,000
WCRB	Waltham, Mass.	D-500
WBBC	Flint, Mich.	DA-1,000
WLOL	Minneapolis, Minn.	DA-5,000
WBBR	Brooklyn, N. Y.	DA-5,000
WEVD	New York, N. Y.	DA-5,000
WHAZ	Troy, N. Y.	1,000
WFIN	Findlay, O.	D-1,000
KPOJ	Portland, Ore.	DA-5,000
WIKK	Erie, Pa.	DA-5,000
WFBC	Greenville, S. C.	DA-N-5,000
KSWA	Graham, Tex.	D-500
KINE	Kingsville, Tex.	D-1,000
WBTM	Danville, Va.	LS-5,000 DA-N-1,000
WHBL	Sheboygan, Wis.	LS-1,000 N-250
	1340 KC. LOCAL	
WCTA	Andalusia, Ala.	250
WKUL	Cullman, Ala.	250
WJOI	Florence, Ala.	250
WGWC	Selma, Ala.	250
WFEB	Sylacauga, Ala.	250
KWRZ	Flagstaff, Ariz.	250
KRUX	Glendale, Ariz.	250
KNOG	Nogales, Ariz.	250
KCNA	Tucson, Ariz.	250
KWFC	Hot Springs, Ark.	250
†KBRS	Springdale, Ark.	250
KFRE	Fresno, Cal.	250
KWSD	Mt. Shasta, Cal.	250
KSFE	Needles, Cal.	250
KDAN	Oroville, Cal.	250
KCMJ	Palm Springs, Cal.	250
KPIK	San Luis Obispo, Cal.	250
KIST	Santa Barbara, Cal.	250
KHUB	Watsonville, Cal.	250
KMYR	Denver, Colo.	250
KLMR	Lamar, Colo.	250
KVRH	Salida, Colo.	250
WNHC	New Haven, Conn.	250
WINX	Washington, D. C.	250
WTAN	Clearwater, Fla.	250
WROD	Daytona Beach, Fla.	250
WDSR	Lake City, Fla.	250
WTYS	Marianna, Fla.	250
WWPG	Palm Beach, Fla.	250
WGAU	Athens, Ga.	250
WBGE	Atlanta, Ga.	250
WBBQ	Augusta, Ga.	250
WGAA	Cedartown, Ga.	250
WDAK	Columbus, Ga.	250
WMLT	Dublin, Ga.	250
WWGS	Tifton, Ga.	250
KGEM	Boise, Ida. (CP for 1140 kc.)	250
KPST	Preston, Ida.	250
KLIX	Twin Falls, Ida.	250
WSOY	Decatur, Ill.	250
WJPF	Herrin, Ill.	250
WJOL	Joliet, Ill.	250
WBIW	Bedford, Ind.	250
WTRC	Elkhart, Ind.	250
WLBC	Muncie, Ind.	250
KROS	Clinton, Iowa	250
KCKN	Kansas City, Kan.	250
KSEK	Pittsburg, Kan.	250
WCMI	Ashland, Ky.	250
WLBJ	Bowling Green, Ky.	250
WKIC	Hazard, Ky.	250
WLEX	Lexington, Ky.	250
WNBS	Murray, Ky.	250
KVOL	Lafayette, La.	250
KRMD	Shreveport, La.	250
WFAU	Augusta, Me.	250
WEIM	Fitchburg, Mass.	250
WNBH	New Bedford, Mass.	250
WBRK	Pittsfield, Mass.	250
WLAV	Grand Rapids, Mich.	250
WDMJ	Marquette, Mich.	250
WMBN	Petoskey, Mich.	250
WEXL	Royal Oak, Mich.	250
WEVE	Eveleth, Minn.	250
KVOX	Moorhead, Minn.	250
KROC	Rochester, Minn.	250
KWLM	Willmar, Minn.	250
WJMB	Brookhaven, Miss.	250
WCBI	Columbus, Miss.	250
WJPR	Greenville, Miss.	250
WKOZ	Kosciusko, Miss.	250
WAML	Laurel, Miss.	250
KXEO	Mexico, Mo.	250
KWOC	Poplar Bluff, Mo.	250
†KICK	Springfield, Mo.	250
†KENA	Helena, Mont.	250
KGEZ	Kalispell, Mont.	250
KPRK	Livingston, Mont.	250
KRJF	Miles City, Mont.	250
KORN	Fremont, Neb.	100
KGFW	Kearney, Neb.	250
KELK	Elko, Nev.	250
KATO	Reno, Nev.	250
WLNH	Laconia, N. H.	250
WMID	Atlantic City, N. J.	250
KVER	Albuquerque, N. M.	250
KSIL	Silver City, N. M.	250
WMBO	Auburn, N. Y.	250
WENT	Gloversville, N. Y.	250
WMSA	Massena, N. Y.	250
WALL	Middletown, N. Y.	250
WNCA	Asheville, N. C.	250
WJRI	Lenoir, N. C.	250
WTSB	Lumberton, N. C.	250
†WOXF	Oxford, N. C.	250
WHED	Washington, N. C.	250
WGNI	Wilmington, N. C.	250
WAIR	Winston-Salem, N. C.	250
WIZE	Springfield, O.	250
WSTV	Steubenville, O.	250
KIHN	Hugo, Okla.	250
KOCY	Oklahoma City, Okla.	250
KOME	Tulsa, Okla. (CP for 1300 kc.)	250
KBND	Bend, Ore.	250
KRUL	Corvallis, Ore.	250
KUIN	Grants Pass, Ore.	250
WFBG	Altoona, Pa.	250
WCVI	Connellsville, Pa.	250
WSAJ	Grove City, Pa.	SH-100
WKRZ	Oil City, Pa.	250
WHAT	Philadelphia, Pa.	100
WTEL	Philadelphia, Pa. (CP for 860 kc.)	250
WRAW	Reading, Pa.	250
WBRE	Wilkes-Barre, Pa.	250
†WWPA	Williamsport, Pa.	250
WHAN	Charleston, S. C.	250
WRHI	Rock Hill, S. C.	250
WFIG	Sumter, S. C.	250
KIJV	Huron, S. D.	250
WBAC	Cleveland, Tenn.	250
WKRM	Columbia, Tenn.	250
WGRV	Greenville, Tenn.	250
WKGN	Knoxville, Tenn.	250
WHHM	Memphis, Tenn.	250
WCDT	Winchester, Tenn.	250
KWKC	Abilene, Tex.	250
KAND	Corsicana, Tex.	250
KSET	El Paso, Tex.	250
KNAF	Fredericksburg, Tex.	250
KFYO	Lubbock, Tex.	250
KRBA	Lufkin, Tex.	250
KVKM	Monahans, Tex.	250
KPDN	Pampa, Tex.	250
KOLE	Port Arthur, Tex.	250
KTXL	San Angelo, Tex.	250
KVIC	Victoria, Tex.	250
KSUB	Cedar City, Utah (CP for 590 kc.)	250
KJAM	Vernal, Utah	250
WKEY	Covington, Va.	250
WHAP	Hopewell, Va.	250
WGH	Newport News, Va. (CP for 1310 kc.)	250
KXRO	Aberdeen, Wash.	250
KPKW	Pasco, Wash.	250
KREM	Spokane, Wash.	250
KWNW	Wenatchee, Wash.	250
WHAR	Clarksburg, W. Va.	250
WEPM	Martinsburg, W. Va.	250
WMON	Montgomery, W. Va.	250
WBRW	Welch, W. Va.	250
WLDY	Ladysmith, Wis.	250
WEMP	Milwaukee, Wis.	250
WFHR	Wisconsin Rapids, Wis.	250
KOWB	Laramie, Wyo.	250
KIBH	Seward, Alaska	SH-250
WKJB	Mayaguez, P. R. (CP for 710 kc.)	250
	1350 KC. REGIONAL	
WGAD	Gadsden, Ala.	DA-1,000
KCSB	San Bernardino, Cal.	D-500
KSRO	Santa Rosa, Cal.	DA-1,000
KGHF	Pueblo, Colo.	LS-1,000 N-500 *LS-5,000 *DA-N-1,000
WNLK	Norwalk, Conn.	D-500
KID	Idaho Falls, Ida.	LS-5,000 N-500
KRLC	Lewiston, Ida.	DA-N-1,000
WEEK	Peoria, Ill.	DA-1,000
WIOU	Kokomo, Ind.	DA-1,000
KRNT	Des Moines, Ia.	DA-N-5,000
†KSBM	Manhattan, Kan.	D-500
WLOU	Louisville, Ky.	D-1,000
WSMB	New Orleans, La.	DA-N-5,000
KREI	Farmington, Mo.	D-1,000
WADC	Akron, O.	DA-5,000
KRHD	Duncan, Okla.	LS-250 N-100
WORK	York, Pa.	DA-N-1,000
†WNAH	Nashville, Tenn.	D-1,000
KCOR	San Antonio, Tex.	LS-5,000 N-1,000
	1360 KC. REGIONAL	
KFFA	Helena, Ark.	DA-N-1,000
KGB	San Diego, Cal.	1,000
WDRC	Hartford, Conn.	DA-5,000
WOBS	Jacksonville, Fla.	D-1,000
WKAT	Miami Beach, Fla.	LS-5,000 N-1,000
WLBK	DeKalb, Ill.	D-500
WVMC	Mt. Carmel, Ill.	D-500
KXGI	Fort Madison, Ia.	D-500
KSCJ	Sioux City, Ia.	DA-N-5,000
†KTMP	El Dorado, Kan.	D-1,000
WLYN	Lynn, Mass.	D-500
WGFG	Kalamazoo, Mich.	DA-N-1,000
WTTH	Port Huron, Mich.	D-1,000
WWBZ	Vineland, N. J.	D-1,000
WEEB	Southern Pines, N. C.	D-1,000
WSAI	Cincinnati, O.	DA-N-5,000
WMCK	McKeesport, Pa.	DA-N-1,000
WPPA	Pottsville, Pa.	LS-1,000 DA-N-500
KREL	Baytown, Tex.	DA-1,000
KRIS	Corpus Christi, Tex.	1,000
KXOL	Ft. Worth, Tex.	DA-N-1,000
KMO	Tacoma, Wash.	5,000
WTAQ	Green Bay, Wis.	DA-N-5,000
KVRS	Rock Springs, Wyo.	LS-1,000 DA-N-500
	1370 KC. REGIONAL	
KBUC	Corona, Cal.	DA-500
KEEN	San Jose, Cal.	DA-1,000
WCOA	Pensacola, Fla.	DA-N-5,000
†WBGR	Jesup, Ga.	D-1,000
†WTTS	Bloomington, Ind.	LS-1,000 DA-N-500
KDTH	Dubuque, Ia.	DA-N-1,000
KGNO	Dodge City, Kan.	LS-1,000 N-250
†KSUM	Fairmont, Minn.	DA-1,000
KXLF	Butte, Mont.	5,000
WFEA	Manchester, N. H.	DA-5,000
WSAY	Rochester, N. Y.	DA-N-5,000
WLTC	Gastonia, N. C.	D-1,000
WSPD	Toledo, O.	DA-N-5,000
†WMAC	Pottstown, Pa.	D-1,000
WDEF	Chattanooga, Tenn.	LS-5,000 DA-N-1,000
KTXN	Austin, Tex.	D-1,000
KFRO	Longview, Tex.	DA-N-1,000
WPAB	Ponce, P. R.	5,000
	1380 KC. REGIONAL	
KSBW	Salinas, Cal.	DA-1,000
†	Englewood, Colo.	D-1,000
WAMS	Wilmington, Del.	DA-1,000
WTSP	St. Petersburg, Fla.	DA-N-5,000
WATL	Atlanta, Ga.	DA-N-5,000
KIDO	Boise, Ida.	LS-2,500 N-1,000
WKJG	Ft. Wayne, Ind.	DA-5,000
KWK	St. Louis, Mo.	DA-N-5,000
WAWZ	Zarepath, N. J.	LS-5,000 DA-U-N-1,000
WBNX	New York, N. Y.	DA-5,000
WLOS	Asheville, N. C.	LS-5,000 DA-N-1,000
KSWO	Lawton, Okla.	DA-1,000
KMUS	Muskogee, Okla.	LS-1,000 DA-N-500
WLXW	Carlisle, Pa.	D-1,000
WACB	Kittanning, Pa.	D-500
†WPAW	Pawtucket, R. I.	D-500
KOTA	Rapid City, S. D.	DA-N-5,000
KPBX	Beaumont, Tex.	D-1,000
KBWD	Brownwood, Tex.	LS-1,000 N-500
KTSM	El Paso, Tex.	LS-1,000 N-500
WSYB	Rutland, Vt.	DA-N-1,000
WMBG	Richmond, Va.	DA-N-5,000
WBEL	Beloit, Wis.	D-1,000
KHON	Honolulu, T. H.	5,000
	1390 KC. REGIONAL	
KGER	Long Beach, Cal.	DA-N-5,000
WGES	Chicago, Ill.	DA-5,000
†WJCD	Seymour, Ind.	D-500
KCBC	Des Moines, Ia.	DA-1,000
KNOE	Monroe, La. (CP from 1230 kc)	DA-N-5,000
WFBL	Syracuse, N. Y.	DA-N-5,000
KLPM	Minot, N. D.	LS-5,000 N-1,000
WFMJ	Youngstown, O. (CP from 1450 kc.)	DA-N-5,000
KCRC	Enid, Okla.	DA-1,000
KSLM	Salem, Ore.	1,000
WLAN	Lancaster, Pa.	DA-N-1,000
WCSC	Charleston, S. C.	DA-N-5,000
WTJS	Jackson, Tenn.	DA-N-1,000
KULP	El Campo, Tex.	D-500
WEAM	Arlington, Va.	DA-5,000
WWOD	Lynchburg, Va.	DA-1,000
	1400 KC. LOCAL	
WJLD	Bessemer, Ala.	250
WMSL	Decatur, Ala.	250
WXAL	Demopolis, Ala.	250
WGNH	Gadsden, Ala.	250
WGYV	Greenville, Ala.	250
WJHO	Opelika, Ala.	LS-250 N-100
KTUC	Tucson, Ariz.	250
†KSOL	Yuma, Ariz.	250
KELD	El Dorado, Ark.	250
KFPW	Fort Smith, Ark.	250
KCLA	Pine Bluff, Ark.	250
KRE	Berkeley, Cal.	250
KGFN	Grass Valley, Cal.	250
KREO	Indio, Cal.	250
KCOY	Santa Maria, Cal.	250
KSPA	Santa Paula, Cal.	250
KKIN	Visalia, Cal.	250
KRLN	Canon City, Colo.	SH-250
KIUP	Durango, Colo.	250
KCOL	Fort Collins, Colo.	250
KOKO	La Junta, Colo.	250
WNOC	Norwich, Conn.	250
WSTC	Stamford, Conn.	250
WFTL	Ft. Lauderdale, Fla.	250
WIRA	Ft. Pierce, Fla.	250
WTRR	Sanford, Fla.	250
WSGC	Elberton, Ga.	250
†WDUN	Gainesville, Ga.	250
WNEX	Macon, Ga.	250
WMGA	Moultrie, Ga.	250
WCOH	Newnan, Ga.	250
WDAR	Savannah, Ga.	250
KBIO	Burley, Ida.	250
KIFI	Idaho Falls, Ida.	250
KRPL	Moscow, Ida.	250
KSPT	Sandpoint, Ida.	250
WDWS	Champaign, Ill.	250
WGIL	Galesburg, Ill.	250
WEOA	Evansville, Ind.	250
WKMO	Kokomo, Ind.	250
†KCOG	Centerville, Ia.	100
KVFD	Ft. Dodge, Ia.	250
KTSW	Emporia, Kan.	250
KAYS	Hays, Kan.	250
WCTT	Corbin, Ky.	250
WGRC	Louisville, Ky. (CP for 790 kc.)	250
KSYL	Alexandria, La.	500
WLCS	Baton Rouge, La.	250
KWSL	Lake Charles, La.	250
WRDO	Augusta, Me.	250
WIDE	Biddeford, Me.	250
WCBM	Baltimore, Md. (CP for 680 kc.)	250
WALE	Fall River, Mass.	250
WHYN	Holyoke, Mass.	250
WLLH	Lowell, Mass.	250
WELL	Battle Creek, Mich.	250
WJLB	Detroit, Mich.	250
WHDF	Houghton, Mich.	250
WSAM	Saginaw, Mich.	250
WTCM	Traverse City, Mich.	250
KLIZ	Brainerd, Minn.	250
KMHL	Marshall, Minn.	250
WMIN	St. Paul, Minn.	250
WHLB	Virginia, Minn.	250
WFOR	Hattiesburg, Miss.	250
WJQS	Jackson, Miss.	250
WMBC	Macon, Miss.	250
KFRU	Columbia, Mo.	250
KSIM	Sikeston, Mo.	250
KTTS	Springfield, Mo.	250
KXGN	Glendive, Mont.	250
KXLK	Great Falls, Mont.	250
†KMSU	Missoula, Mont.	250
†KCOW	Alliance, Neb.	250
KOLN	Lincoln, Neb.	250
KENO	Las Vegas, Nev.	250
KCHS	Hot Springs, N. M.	250
KGFL	Roswell, N. M.	250
KTRC	Santa Fe, N. M.	250
KTNM	Tucumcari, N. M.	250
WABY	Albany, N. Y.	250
WBNY	Buffalo, N. Y.	250
WELM	Elmira, N. Y.	250
WSLB	Ogdensburg, N. Y.	250
WDOS	Oneonta, N. Y.	250
WCNC	Elizabeth City, N. C.	250
WGBR	Goldsboro, N. C.	250
WSIC	Statesville, N. C.	250
WHCC	Waynesville, N. C.	250
WMFD	Wilmington, N. C. (CP for 630 kc.)	250

(Continued)

XUM

(Continued)

Call Letters	City	Power in Watts
KNOX	Grand Forks, N. D.	250
WMAN	Mansfield, O.	250
WPAY	Portsmouth, O.	250
WRRN	Warren, O.	250
	(CP for 1440 kc.)	
KWON	Bartlesville, Okla.	250
KTMC	McAlester, Okla.	250
KTOK	Oklahoma City, Okla.	250
	(CP for 1000 kc.)	
KWIN	Ashland, Ore.	250
KUGN	Eugene, Ore.	250
WEST	Easton, Pa.	250
WHGB	Harrisburg, Pa.	250
WHUN	Huntingdon, Pa.	250
WJAC	Johnstown, Pa.	250
WDAS	Philadelphia, Pa.	250
WARM	Scranton, Pa.	250
WRAK	Williamsport, Pa.	250
WBSC	Bennettsville, S. C.	250
WCOS	Columbia, S. C.	250
WORD	Spartanburg, S. C.	250
WJZM	Clarksville, Tenn.	250
WHUB	Cookeville, Tenn.	250
WKPT	Kingsport, Tenn.	250
WGAP	Maryville, Tenn.	250
WHBQ	Memphis, Tenn.	250
	(CP for 560 kc.)	
WHAL	Shelbyville, Tenn.	250
KRUN	Ballinger, Tex.	250
KLUF	Galveston, Tex.	250
KGVL	Greenville, Tex.	250
KEBE	Jacksonville, Tex.	250
KIUN	Pecos, Tex.	250
KEYE	Perryton, Tex.	250
KVOP	Plainview, Tex.	250
KONO	San Antonio, Tex.	250
KDWT	Stamford, Tex.	250
KTEM	Temple, Tex.	250
KTFS	Texarkana, Tex.	250
†KJMS	Springville, Utah	250
WBOB	Galax, Va.	250
WHLF	South Boston, Va.	250
WTON	Staunton, Va.	250
WINC	Winchester, Va.	250
KRKO	Everett, Wash.	250
KWLK	Longview, Wash.	250
KYAK	Yakima, Wash.	250
WCAW	Charleston, W. Va.	250
WBLK	Clarksburg, W. Va.	250
WRON	Ronceverte, W. Va.	250
WKWK	Wheeling, W. Va.	250
WBTH	Williamson, W. Va.	250
WATW	Ashland, Wis.	250
WBIZ	Eau Claire, Wis.	250
WDUZ	Green Bay, Wis.	250
WRJN	Racine, Wis.	250
WSAU	Wausau, Wis.	250
KODI	Cody, Wyo.	250
WAEL	Mayaguez, P. R.	250
WITA	San Juan, P. R.	250

1410 KC. REGIONAL

Call Letters	City	Power in Watts
WALA	Mobile, Ala.	DA-N-5,000
KERN	Bakersfield, Cal.	1,000
WONS	Hartford, Conn.	DA-5,000
WDOV	Dover, Del.	D-1,000
†WTIM	Taylorville, Ill.	DA-D-1,000
†KCLO	Leavenworth, Kan.	D-500
WGRD	Grand Rapids, Mich.	D-1,000
WEGO	Concord, N. C.	D-1,000
WING	Dayton, O.	DA-N-5,000
KQV	Pittsburgh, Pa.	DA-5,000
KBUD	Athens, Tex.	D-250
KXIT	Dalhart, Tex.	D-500
KRIG	Odessa, Tex.	DA-N-1,000
WKBH	LaCrosse, Wis.	DA-N-5,000
KWYO	Sheridan, Wyo.	LS-1,000 N-500

1420 KC. REGIONAL

Call Letters	City	Power in Watts
†KSTN	Stockton, Cal.	DA-1,000
WRBL	Columbus, Ga.	DA-N-5,000
WIMS	Michigan City, Ind.	D-1,000
WOC	Davenport, Iowa	DA-5,000
†KWBB	Wichita, Kan.	D-500
WVJS	Owensboro, Ky.	DA-1,000
WQBC	Vicksburg, Miss.	LS-1,000 N-500
WLNA	Peekskill, N. Y.	D-500
WVOT	Wilson, N. C.	D-1,000
WHK	Cleveland, O.	DA-N-5,000
KTJS	Hobart, Okla.	D-250
WFCI	Pawtucket, R. I.	DA-5,000
KABR	Aberdeen, S. D.	DA-N-5,000
KFYN	Bonham, Tex.	D-250
KTRE	Lufkin, Tex.	DA-N-1,000
WWSR	St. Albans, Vt.	D-1,000
KUJ	Walla Walla, Wash.	DA-N-5,000

1430 KC. REGIONAL

Call Letters	City	Power in Watts
KARM	Fresno, Cal.	DA-5,000
KWKW	Pasadena, Cal.	DA-D-1,000
†KGMI	Denver, Colo.	D-1,000
WLAK	Lakeland, Fla.	1,000
WIRE	Indianapolis, Ind.	DA-N-5,000
KASI	Ames, Ia.	D-1,000
†	Annapolis, Md.	DA-N-500
WILS	Lansing, Mich.	D-500
WIL	St. Louis, Mo.	DA-5,000
	(CP from 1230 kc.)	
WNJR	Newark, N. J.	DA-N-5,000
†WRXO	Roxboro, N. C.	D-1,000
†WCLT	Newark, O.	D-500
KTUL	Tulsa, Okla.	DA-N-5,000
WVAM	Altoona, Pa.	DA-1,000
KSTB	Breckenridge, Tex.	D-500
†KSIJ	Gladewater, Tex.	D-1,000
†KCOH	Houston, Tex.	D-1,000
KLO	Ogden, Utah	DA-5,000
KBRC	Mt. Vernon, Wash.	D-500
KNEW	Spokane, Wash.	DA-5,000
WEXT	Milwaukee, Wis.	D-1,000

1440 KC. REGIONAL

Call Letters	City	Power in Watts
WSFA	Montgomery, Ala.	DA-N-1,000
KVON	Napa, Cal.	DA-500
KPRO	Riverside, Cal.	1,000
WBIS	Bristol, Conn.	D-500
†WGIG	Brunswick, Ga.	DA-N-1,000
KEIO	Pocatello, Ida.	DA-1,000
WGEM	Quincy, Ill.	DA-1,000
WROK	Rockford, Ill.	LS-1,000 N-500
†KJAY	Topeka, Kan.	LS-5,000 DA-U-N-1,000
KMLB	Monroe, La.	LS-5,000 DA-N-1,000
WAAB	Worcester, Mass.	DA-5,000
WBCM	Bay City, Mich.	LS-1,000 N-500
KEYD	Minneapolis, Minn.	D-5,000
WJJL	Niagara Falls, N. Y.	D-1,000
KFJM	Grand Forks, N. D.	LS-1,000 N-500
KILO	Grand Forks, N. D.	LS-1,000 N-500
WRRN	Warren, O.	DA-5,000
	(CP from 1400 kc.)	
KMED	Medford, Ore.	LS-5,000 N-1 000
WMRC	Greenville, S. C.	DA-5,000
	(CP from 1490 kc.)	
KFDA	Amarillo, Tex.	LS-5,000 DA-N-1,000
†KBRZ	Bryan, Tex.	D-500
KEYS	Corpus Christi, Tex.	LS-1,000 DA-N-500
WHIS	Bluefield, W. Va.	DA-N-5,000

1450 KC. LOCAL

Call Letters	City	Power in Watts
WHMA	Anniston, Ala.	250
WDIG	Dothan, Ala.	250
WFUN	Huntsville, Ala.	250
WLAY	Muscle Shoals City, Ala.	250
KAWT	Douglas, Ariz.	250
KOPO	Tucson, Ariz.	250
KAMD	Camden, Ark.	250
KGRH	Fayetteville, Ark.	250
KXLR	N. Little Rock, Ark.	250
KUCB	Blythe, Cal.	250
KMYC	Marysville, Cal.	250
KTIP	Porterville, Cal.	250
KSAN	San Francisco, Cal.	250
KSMA	Santa Maria, Cal.	250
†KROG	Sonora, Cal.	250
KVEN	Ventura, Cal.	250
KGIW	Alamosa, Colo.	SH-250
KYOU	Greeley, Colo.	250
KPHC	Walsenburg, Colo.	250
WNAB	Bridgeport, Conn.	250
WILM	Wilmington, Del.	250
WWDC	Washington, D. C.	250
WMFJ	Daytona Beach, Fla.	250
†WNER	Live Oak, Fla.	250
WWPB	Miami, Fla.	250
WBSR	Pensacola, Fla.	250
WSPB	Sarasota, Fla.	250
WRHP	Tallahassee, Fla.	250
WGPC	Albany, Ga.	250
WBHF	Carterville, Ga.	250
WKEU	Griffin, Ga.	250
WMVG	Milledgeville, Ga.	250
WCCP	Savannah, Ga.	250
WLET	Toccoa, Ga.	250
WRQN	Vidalia, Ga.	250
KVMV	Twin Falls, Ida.	250
WHFC	Cicero, Ill.	250
WCVS	Springfield, Ill.	250
WANE	Ft. Wayne, Ind.	250
WASK	Lafayette, Ind.	250
WAOV	Vincennes, Ind.	250
†KCRI	Cedar Rapids, Ia.	250
KWBW	Hutchinson, Kan.	250
WLAP	Lexington, Ky.	250
WPAD	Paducah, Ky.	250
KSIG	Crowley, La.	250
KWCJ	Natchitoches, La.	250
WNOE	New Orleans, La.	250
WGUY	Bangor, Me.	250
WPOR	Portland, Me.	250
WAGM	Presque Isle, Me.	250
WTBO	Cumberland, Md.	250
WKBA	Brockton, Mass.	250
WMAS	Springfield, Mass.	250
WATZ	Alpena, Mich.	250
WHTC	Holland, Mich.	250
WMIQ	Iron Mountain, Mich.	250
WIBM	Jackson, Mich.	250
WKLA	Ludington, Mich.	250
WHLS	Port Huron, Mich.	250
KATE	Albert Lea, Minn.	250
KBUN	Bemidji, Minn.	250
KBMW	Breckenridge, Minn.	250
WXLT	Ely, Minn.	250
KFAM	St. Cloud, Minn.	250
WROX	Clarksdale, Miss.	250
WCJU	Columbia, Miss.	250
WJXN	Jackson, Miss.	250
WTOK	Meridian, Miss.	250
WROB	West Point, Miss.	250
WMBH	Joplin, Mo.	250
KIRX	Kirksville, Mo.	250
KSGM	Ste. Genevieve, Mo.	250
KWPM	West Plains, Mo.	250
KXLQ	Bozeman, Mont.	250
KXLL	Missoula, Mont.	250
KBRL	McCook, Neb.	250
†KVNC	Carson City, Nev.	250
WKXL	Concord, N. H.	250
WFPG	Atlantic City, N. J.	250
WCTC	New Brunswick, N. J.	250
KOAT	Albuquerque, N. M.	250
KSVP	Artesia, N. M.	250
†KCLR	Clovis, N. M.	250
KOBE	Las Cruces, N. M.	250
WHDL	Allegany, N. Y.	250
WENE	Endicott, N. Y.	250
WWSC	Glens Falls, N. Y.	250
WKIP	Poughkeepsie, N. Y.	250
WKAL	Rome, N. Y.	250
WNBZ	Saranac Lake, N. Y.	250
WFNC	Fayetteville, N. C.	250
WGNC	Gastonia, N. C.	250
WHKP	Hendersonville, N. C.	250
WBUY	Lexington, N. C.	250
WHIT	New Bern, N. C.	250
WEED	Rocky Mount, N. C.	250
KWBM	Williston, N. D.	250
WMOH	Hamilton, O.	250
WLEC	Sandusky, O.	250
WFMJ	Youngstown, O.	250
	(CP for 1390 kc.)	
KWHW	Altus, Okla.	250
KGFF	Shawnee, Okla.	250
KSIW	Woodward, Okla.	250
†KWRO	Coquille, Ore.	250
KORE	Eugene, Ore.	250
KFLW	Klamath Falls, Ore.	250
	(CP for 1240 kc.)	
KLBM	LaGrande, Ore.	250
KSRV	Ontario, Ore.	250
KBPS	Portland, Ore.	SH-100
WLEU	Erie, Pa.	250
WDAD	Indiana, Pa.	250
WPAM	Pottsville, Pa.	250
WMAJ	State College, Pa.	250
WJPA	Washington, Pa.	250
WILK	Wilkes Barre, Pa.	250
WUSN	Charleston, S. C.	250
WCRS	Greenwood, S. C.	250
WHSC	Hartsville, S. C.	250
WMRA	Myrtle Beach, S. C.	250
WRNO	Orangeburg, S. C.	250
KDSJ	Deadwood, S. D.	250
WLAR	Athens, Tenn.	250
WAGC	Chattanooga, Tenn.	250
WDSG	Dyersburg, Tenn.	250
WCRK	Morristown, Tenn.	250
WGNS	Murfreesboro, Tenn.	250
KRBC	Abilene, Tex.	250
	(CP for 1470 kc.)	
KRIC	Beaumont, Tex.	250
KDNT	Denton, Tex.	250
KCTI	Gonzales, Tex.	250
KHIT	Lampasas, Tex.	250
KMHT	Marshall, Tex.	250
KOSA	Odessa, Tex.	250
KNET	Palestine, Tex.	250
†	San Angelo, Tex.	250
KVOU	Uvalde, Tex.	250
†KNEU	Provo, Utah	250
WFTR	Front Royal, Va.	250
WREL	Lexington, Va.	250
WMVA	Martinsville, Va.	250
WNVA	Norton, Va.	250
WBBL	Richmond, Va.	SH-250
WLEE	Richmond, Va.	250
WLPM	Suffolk, Va.	250
KSEM	Moses Lake, Wash.	250
KONP	Port Angeles, Wash.	250
WWNR	Beckley, W. Va.	250
WPLH	Huntington, W. Va.	250
WPAR	Parkersburg, W. Va.	250
WHAW	Weston, W. Va.	250
KFIZ	Fond du Lac, Wis.	250
WDLB	Marshfield, Wis.	250
KWRL	Riverton, Wyo.	250
WRIA	Caguas, P. R.	250
WPBP	Mayaguez, P. R.	250

1460 KC. REGIONAL

Call Letters	City	Power in Watts
KRUZ	Santa Cruz, Cal.	DA-1,000
WMBR	Jacksonville, Fla.	DA-N-5,000
WSAC	Columbus, Ga.	DA-1,000
†WROY	Carmi, Ill.	D-1,000
KSO	Des Moines, Ia.	DA-N-5,000
WAFB	Baton Rouge, La.	D-1,000
WOKO	Albany, N. Y.	LS-1,000 N-500 *DA-5,000
WHEC	Rochester, N. Y.	DA-N-5,000
WBNS	Columbus, O.	LS-5,000 DA-N-1,000
WHP	Harrisburg, Pa.	LS-5,000 DA-N-1,000
WACO	Waco, Tex.	DA-N-1,000
KIMA	Yakima, Wash.	LS-1,000 N-500
KINY	Juneau, Alaska	5,000

1470 KC. REGIONAL

Call Letters	City	Power in Watts
†KCOI	Coalinga, Cal.	D-500
KXOA	Sacramento, Cal.	DA-N-1,000
WMMW	Meriden, Conn.	D-1,000
WRGA	Rome, Ga.	DA-N-5,000
WMBD	Peoria, Ill.	DA-N-5,000
WCBC	Anderson, Ind.	D-1,000
KTRI	Sioux City, Ia.	DA-5,000
KVAK	Atchison, Kan.	DA-1,000
KPLC	Lake Charles, La.	LS-5,000 DA-N-1,000
	(CP from 1490 kc.)	
WLAM	Lewiston, Me.	DA-5,000
WWOK	Flint, Mich.	DA-1,000
WJOC	Jamestown, N. Y.	D-1,000
WBIG	Greensboro, N. C.	DA-N-5,000
KVLH	Pauls Valley, Okla.	D-250
WSAN	Allentown, Pa.	DA-N-5,000
KRBC	Abilene, Tex.	LS-5,000
	(CP from 1450 kc.)	DA-N-1,000
KCNY	San Marcos, Tex.	D-250
KELA	Centralia, Wash.	1,000
KSPR	Casper, Wyo.	1,000

1480 KC. REGIONAL

Call Letters	City	Power in Watts
WABB	Mobile, Ala.	DA-5,000
KGLU	Safford, Ariz.	1,000
KIEM	Eureka, Cal.	1,000
KYOS	Merced, Cal.	DA-N-5,000
	(CP from 1490 kc)	
KVOE	Santa Ana, Cal.	DA-1,000
WRDW	Augusta, Ga.	DA-N-5,000
WTHI	Terre Haute, Ind.	DA-1,000
KANS	Wichita, Kan.	LS-5,000 DA-U-N-1,000
†WORM	Easton, Md.	DA-1,000
WSAR	Fall River, Mass.	DA-5,000
KAUS	Austin, Minn.	DA-1,000
KGCX	Sidney, Mont.	LS-5,000 N-1,000
†KLMS	Lincoln, Nebr.	DA-1,000
WHOM	Jersey City, N.J.	DA-5,000
WHBC	Canton, O.	DA-N-5,000
WISL	Shamokin, Pa.	DA-N-1,000
WISC	Madison, Wis.	DA-1,000

1490 KC. LOCAL

Call Letters	City	Power in Watts
WOOB	Anniston, Ala.	250
WTNB	Birmingham, Ala.	250
	(CP for 850 kc.)	
WHBS	Huntsville, Ala.	250
WRLD	Lanett, Ala.	250
WHBB	Selma, Ala.	250
WTBF	Troy, Ala.	250
KTYL	Mesa, Ariz.	250
KYCA	Prescott, Ariz.	250
†	Tucson, Ariz.	250
KXAR	Hope, Ark.	250
KDRS	Paragould, Ark.	250
KOTN	Pine Bluff, Ark.	250
KXRJ	Russellville, Ark.	250
KAFY	Bakersfield, Cal.	250
KPAS	Banning, Cal.	250
KWIK	Burbank, Cal.	250
KICO	Calexico, Cal.	250
KYOS	Merced, Cal.	250
	(CP for 1480 kc.)	
KBLF	Red Bluff, Cal.	250
KDB	Santa Barbara, Cal.	250
KSYC	Yreka, Cal.	250
KBOL	Boulder, Colo.	250
WNLC	New London, Conn.	250
WTOR	Torrington, Conn.	250
WDHL	Bradenton, Fla.	250
WBAY	Coral Gables, Fla.	250
WDLF	Deland, Fla.	250
WEAT	Lake Worth, Fla.	250
WEAR	Pensacola, Fla.	250
WSIR	Winter Haven, Fla.	250
WMGR	Bainbridge, Ga.	250
WMOG	Brunswick, Ga.	250
WMJM	Cordele, Ga.	LS-250 N-100
WMOC	Covington, Ga.	250
WKMA	Quitman, Ga.	250
WWNS	Statesboro, Ga.	250
KCID	Caldwell, Ida.	250
WKRO	Cairo, Ill.	250
WDAN	Danville, Ill.	250
WTMV	E. St. Louis, Ill.	250
†WEBS	Oak Park, Ill.	250
WTOM	Bloomington, Ind.	250
WKBV	Richmond, Ind.	250
WHOT	South Bend, Ind.	250
KBUR	Burlington, Iowa	250
WKBB	Dubuque, Iowa	250
KICM	Mason City, Ia.	250
KTOP	Topeka, Kan.	250
WFKY	Frankfort, Ky.	250
WKAY	Glasgow, Ky.	250
WMIK	Middleboro, Ky.	250
WOMI	Owensboro, Ky.	240
KVOB	Alexandria, La.	250
	(CP for 970 kc.)	
WIKC	Bogalusa, La.	250
KCIL	Houma, La.	250
KPLC	Lake Charles, La.	250
	(CP for 1470 kc.)	
KRUS	Ruston, La.	250
WMTW	Portland, Me.	250
WTVL	Waterville, Me.	250
WCUM	Cumberland, Md.	100
WARK	Hagerstown, Md.	250
WHOB	Gardner, Mass.	250
WHAV	Haverhill, Mass.	250
WBEC	Pittsfield, Mass.	250
†WTXL	W. Springfield, Mass.	250
WJBK	Detroit, Mich.	250
WDBC	Escanaba, Mich.	250
WMDN	Midland, Mich.	250
KBZY	Grand Rapids, Minn.	250
WLOX	Biloxi, Miss.	250
†WNAG	Grenada, Miss.	250
WLAU	Laurel, Miss.	250
WHOC	Philadelphia, Miss.	250
WELO	Tupelo, Miss.	250
WVIM	Vicksburg, Miss.	250
KDMO	Carthage, Mo.	250
KTRR	Rolla, Mo.	250
KDRO	Sedalia, Mo.	250
KBOW	Butte, Mont.	250
†	Alliance, Neb.	250
KBON	Omaha, Neb.	250
KWRN	Reno, Nev.	250
WBAB	Atlantic City, N. J.	250
KWEW	Hobbs, N. M.	100
KRTN	Raton, N. M.	250
WCSS	Amsterdam, N. Y.	250
WBTA	Batavia, N. Y.	250
WINR	Binghamton, N. Y.	250
WKNY	Kingston, N. Y.	250
WICY	Malone, N. Y.	250
WOLF	Syracuse, N. Y.	250
WSKY	Asheville, N. C.	100
WSSB	Durham, N. C.	250
WFLB	Fayetteville, N. C.	250
WGTC	Greenville, N. C.	250
WLOE	Leaksville, N. C.	100
WMNC	Morganton, N. C.	250
WSTP	Salisbury, N. C.	250
KOVC	Valley City, N. D.	250
WBEX	Chillicothe, O.	250
WSRS	Cleveland Hts., O.	250
WMOA	Marietta, O.	250
WMRN	Marion, O.	250
KBIX	Muskogee, Okla.	250
KBKR	Baker, Ore.	250
KRNR	Roseburg, Ore.	250
KOCO	West Salem, Ore.	250

Call Letters	City	Power in Watts
WESB	Bradford, Pa.	250
WTWS	Clearfield, Pa.	250
WAZL	Hazleton, Pa.	250
WARD	Johnstown, Pa.	250
WGAL	Lancaster, Pa.	250
WMRF	Lewistown, Pa.	250
WMGW	Meadville, Pa.	250
WBUD	Morrisville, Pa.	250
WWSW	Pittsburgh, Pa. (CP for 970 kc.)	250
WGCD	Chester, S. C.	250
WLAT	Conway, S. C.	250
WMRC	Greenville, S. C. (CP for 1440 kc.)	250
WALD	Walterboro, S. C.	250
KMHK	Mitchell, S. D.	250
WOPI	Bristol, Tenn.	250
WDXB	Chattanooga, Tenn.	250
WJJM	Lewisburg, Tenn.	250
WATO	Oak Ridge, Tenn.	250
KNOW	Austin, Tex.	250
KBST	Big Spring, Tex.	250
KHUZ	Borger, Tex.	250
KNEL	Brady, Tex.	250
KVAL	Brownsville, Tex.	250
KSAM	Huntsville, Tex.	250
KPAB	Laredo, Tex.	250
KVOW	Littlefield, Tex.	250
KPLT	Paris, Tex.	250
KGKB	Tyler, Tex.	250
KVWC	Vernon, Tex.	250
KVOG	Ogden, Utah	250
KCSU	Provo, Utah	250
WKLV	Blackstone, Va.	250
†WCVA	Culpeper, Va.	250
WSAP	Portsmouth, Va.	250
WAYB	Waynesboro, Va.	250
KBRO	Bremerton, Wash.	250
KWWB	Walla Walla, Wash.	250
WGKV	Charleston, W. Va.	250
WVVW	Fairmont, W. Va.	250
WLOH	Princeton, W. Va.	250
WGEZ	Beloit, Wis.	100
WLCX	La Crosse, Wis.	250
WIGM	Medford, Wis.	250
WOSH	Oshkosh, Wis.	250
WSBR	Superior, Wis.	250
KWOR	Worland, Wyo.	250
KTOH	Lihue, T. H.	250
WMDD	Fajardo, P. R.	250
WECW	Mayaguez, P. R.	250

1500 KC. CLEAR

Call Letters	City	Power in Watts
KXRX	San Jose, Cal.	DA-1,000
WTOP	Washington, D. C.	DA-50,000
WABJ	Adrian, Mich.	D-250
KSTP	St. Paul, Minn.	DA-50,000
KTAN	Sherman, Tex.	D-250

1510 KC. CLEAR

Call Letters	City	Power in Watts
KOCS	Ontario, Cal.	D-250
KUSN	San Diego, Cal.	LS-5,000 DA-U-N-1,000
KTIM	San Rafael, Cal.	D-1,000
WKAI	Macomb, Ill.	D-250
WMEX	Boston, Mass.	DA-5,000
WMRP	Flint, Mich.	D-250
KIMO	Independence, Mo.	D-1,000
WLAC	Nashville, Tenn.	DA-N-50,000
KCTX	Childress, Tex.	D-250
KSTV	Stephenville, Tex.	D-250
KGA	Spokane, Wash.	DA-N-50,000
WAUX	Waukesha, Wis.	D-250

1520 KC. CLEAR

Call Letters	City	Power in Watts
WHOW	Clinton, Ill.	D-1,000
KSIB	Creston, Ia.	D-1,000
WKBW	Buffalo, N. Y.	DA-50,000
WKBS	Oyster Bay, L. I., N. Y.	D-250
KOMA	Oklahoma City	DA-N-50,000
†WWWW	Rio Piedras, P. R.	250

1530 KC. CLEAR

Call Letters	City	Power in Watts
KFBK	Sacramento, Cal.	DA-50,000
WCKY	Cincinnati, O.	DA-N-50,000
†WJMJ	Philadelphia, Pa. (SSA for 1540 kc.)	D-10,000
†KSOX	Harlingen, Tex.	DA-50,000
KRST	Tyler, Tex.	D-1,000

1540 KC. CLEAR

Call Letters	City	Power in Watts
†WKXY	Sarasota, Fla.	D-1,000
WLOI	La Porte, Ind.	D-250
KXEL	Waterloo, Ia.	DA-N-50,000
†KNEX	McPherson, Kan.	D-250
KLKC	Parsons, Kan.	D-250
WPTR	Albany, N. Y.	DA-10,000
WJMO	Cleveland, O.	D-1,000
‡WJMJ	Philadelphia, Pa. (See also 1530 kc.)	D-1,000
WRJM	Newport, R. I.	D-1,000
†KCUL	Fort Worth, Tex.	LS-5,000 DA-U-N-1,000
KGBC	Galveston, Tex.	D-1,000
†KIWW	San Antonio, Tex.	D-250
†KGIB	Bremerton, Wash.	D-1,000

1550 KC. CLEAR

Call Letters	City	Power in Watts
KSMO	San Mateo, Cal.	DA-N-1,000
†WPKM	Atlanta, Ga.	LS-50,000 DA-N-10,000
KENT	Shreveport, La.	LS-1,000 DA-N-500
WLOA	Braddock, Pa.	D-1,000

1560 KC. CLEAR

Call Letters	City	Power in Watts
KPMC	Bakersfield, Cal.	1,000
WBYS	Canton, Ill.	D-250
KSWI	Council Bluffs, Ia.	D-500
WQXR	New York, N. Y.	10,000
WTNS	Coshocton, O.	D-1,000
WTOD	Toledo, O.	D-1,000
KWCO	Chickasha, Okla.	D-250
KHBR	Hillsboro, Tex.	D-250
WENA	Bayamon, P. R.	250

1570 KC. CLEAR

Call Letters	City	Power in Watts
KCVR	Lodi, Cal.	D-1,000
†....	Plant City, Fla.	D-250
WOKZ	Alton, Ill.	D-1,000
WFRL	Freeport, Ill.	D-1,000
†WLPR	New Albany, Ind.	D-1,000
KJFJ	Webster City, Ia.	D-250
WSID	Essex, Md.	D-1,000
†....	Taunton, Mass.	D-1,000
WFUR	Grand Rapids, Mich.	D-1,000
WLIO	East Liverpool, O.	D-1,000
WPTW	Piqua, O.	D-250
KTAT	Frederick, Okla.	D-250
KAKC	Tulsa, Okla.	D-1,000
WBUX	Doylestown, Pa.	D-250
WFGN	Gaffney, S. C.	D-250
†KIVY	Crockett, Tex.	D-250

1580 KC. CLEAR

Call Letters	City	Power in Watts
KOWL	Santa Monica, Cal.	D-5,000
†WSLN	Ft. Lauderdale, Fla.	D-250
WKID	Urbana, Ill.	D-250
WCNB	Connersville, Ind.	D-250
WJVA	South Bend, Ind.	D-250
†KCHA	Charles City, Ia.	D-250
†KSWN	Winfield, Kan.	D-1,000
KLOU	Lake Charles, La.	DA-1,000
WKAP	Allentown, Pa.	D-1,000
†WBUT	Butler, Pa.	D-500
KGAF	Gainesville, Tex.	D-250
KWED	Seguin, Tex.	D-250
†KEVA	Shamrock, Tex.	D-250

1590 KC. REGIONAL

Call Letters	City	Power in Watts
KSJO	San Jose, Cal.	LS-1,000 DA-N-500
KVVC	Ventura, Cal.	DA-1,000
WBRY	Waterbury, Conn.	DA-5,000
WALB	Albany, Ga.	DA-N-1,000
WNMP	Evanston, Ill.	D-1,000
WWXL	Peoria, Ill.	DA-1,000
WXLW	Indianapolis, Ind.	D-1,000
KVGB	Great Bend, Kan.	DA-N-5,000
WOOK	Silver Spring, Md.	D-1,000
WHHT	Durham, N. C.	DA-N-1,000
WAKR	Akron, O.	DA-N-5,000
KCHE	El Reno, Okla.	D-500
KTIL	Tillamook, Ore.	250
WPWA	Chester, Pa.	D-1,000
WACA	Camden, S. C.	D-1,000
KATL	Houston, Tex.	DA-1,000
KCBD	Lubbock, Tex.	DA-1,000
WLOW	Norfolk, Va.	D-1,000
WXRF	Guayama, P. R.	1,000

1600 KC. REGIONAL

Call Letters	City	Power in Watts
WAPX	Montgomery, Ala.	DA-N-1,000
†KGST	Fresno, Cal.	D-1,000
KPMO	Pomona, Cal.	500
KUBA	Yuba City, Cal.	DA-500
WKWF	Key West, Fla.	500
WBAT	Marion, Ind.	D-500
KCRG	Cedar Rapids, Ia.	DA-N-5,000
WASA	Havre de Grace, Md.	D-500
WVOM	Brookline, Mass.	DA-5,000
†......	Springfield, Mass.	DA-D-5,000
WHRV	Ann Arbor, Mich.	DA-1,000
†WKNK	Muskegon, Mich.	D-1,000
WWRL	Woodside, N. Y.	250 *DA-5,000
WGIV	Charlotte, N. C.	D-1,000
WFRC	Reidsville, N. C.	DA-N-1,000
WJEL	Springfield, O.	D-500
KASH	Eugene, Ore.	DA-N-1,000
WKIN	Kittaning, Pa.	D-1,000
†KBOR	Brownsville, Tex.	DA-D-1,000
†KCFH	Cuero, Tex.	D-500
KMAE	McKinney, Tex.	D-500
KOGT	Orange, Tex.	DA-N-1,000

** Construction permit for new station.*

N—Night power.

DIRECTORY OF CANADIAN STATIONS BY FREQUENCIES

Licensed or Authorized by the Canadian Department of Transport as of January 1, 1949

D—Day power.

DA—Directional antenna

540 KILOCYCLES

Call Letters	Location	Power in Watts
CBK	Watrous, Sask.	50,000

550 KILOCYCLES

Call Letters	Location	Power in Watts
CFNB	Fredericton, N. B.	5,000-DA-N
CHLN	Three Rivers, Que.	1,000-DA
CKPG	Prince George, B. C.	250

560 KILOCYCLES

Call Letters	Location	Power in Watts
CJKL	Kirkland Lake, Ont.	5,000-DA-N
CFRA	Ottawa, Ont.	1,000

580 KILOCYCLES

Call Letters	Location	Power in Watts
CJFX	Antigonish, N. S. (DA)	5,000
CKUA	Edmonton, Alta.	1,000
CKPR	Fort William, Ont.	1,000
CKEY	Toronto, Ont. (DA)	5,000-D 1,000-N

590 KILOCYCLES

Call Letters	Location	Power in Watts
CFAR	Flin Flon, Man.	250

600 KILOCYCLES

Call Letters	Location	Power in Watts
CJOR	Vancouver, B. C. (DA)	5,000
CFQC	Saskatoon, Sask.	5,000-DA-N
CFCF	Montreal, Que.	5,000-DA
CFCH	North Bay, Ont.	1,000-DA

610 KILOCYCLES

Call Letters	Location	Power in Watts
CJAT	Trail, B. C.	1,000
CHNC	New Carlisle, Que.	5,000-DA

620 KILOCYCLES

Call Letters	Location	Power in Watts
CKCK	Regina, Sask.	5,000-DA-N

630 KILOCYCLES

Call Letters	Location	Power in Watts
CFCY	Charlottetown, P. E. I.	5,000-D 1,000-N
CFCO	Chatham, Ont.	1,000-DA
CKOV	Kelowna, B. C.	1,000
CKRC	Winnipeg, Man.	5,000-DA-N

680 KILOCYCLES

Call Letters	Location	Power in Watts
CKGB	Timmins, Ont.	5,000-DA-N
CHLO	St. Thomas, Ont.	1,000-DA

690 KILOCYCLES

Call Letters	Location	Power in Watts
CBF	Montreal, Que.	50,000

730 KILOCYCLES

Call Letters	Location	Power in Watts
CKAC	Montreal, Que.	5,000-N 10,000-D

740 KILOCYCLES

Call Letters	Location	Power in Watts
CBL	Toronto, Ont.	50,000

790 KILOCYCLES

Call Letters	Location	Power in Watts
CKSO	Sudbury, Ont.	5,000-DA-N

800 KILOCYCLES

Call Letters	Location	Power in Watts
CJAD	Montreal, Que.	1,000-DA
CHAB	Moose Jaw, Sask.	5,000-DA
CKLW	Windsor, Ont.	5,000
CHRC	Quebec, Que.	5,000-DA

810 KILOCYCLES

Call Letters	Location	Power in Watts
*....	Yellowknife, Yukon	250

860 KILOCYCLES

Call Letters	Location	Power in Watts
CJBC	Toronto, Ont.	50,000

900 KILOCYCLES

Call Letters	Location	Power in Watts
CJVI	Victoria, B. C.	1,000-D-250-N
CJBR	Rimouski, Que.	5,000-DA-N 1,000-N
CHML	Hamilton, Ont. (DA)	5,000-D 1,000-N
CKBI	Prince Albert, Sask.	5,000-DA
CHLT	Sherbrooke, Que.	1,000-DA-N

910 KILOCYCLES

Call Letters	Location	Power in Watts
CBO	Ottawa, Ont.	1,000
CFJC	Kamloops, B. C.	1,000

920 KILOCYCLES

Call Letters	Location	Power in Watts
CJCH	Halifax, N. S.	5,000-DA
CKNX	Wingham, Ont.	1,000-DA-N

930 KILOCYCLES

Call Letters	Location	Power in Watts
CJCA	Edmonton, Alta.	5,000-DA-N
CFBC	St. John, N. B.	5,000-DA

940 KILOCYCLES

Call Letters	Location	Power in Watts
CBM	Montreal, Que.	5,000
CJGX	Yorkton, Sask.	1,000
CJIB	Vernon, B. C.	1,000

950 KILOCYCLES

Call Letters	Location	Power in Watts
CKNB	Campbellton, N. B. (DA)	1,000

960 KILOCYCLES

Call Letters	Location	Power in Watts
CFAC	Calgary, Atla.	5,000-DA-N
CHNS	Halifax, N. S.	5,000-DA-N
CKWS	Kingston, Ont. (DA)	5,000

970 KILOCYCLES

Call Letters	Location	Power in Watts
CKCH	Hull, Que.	1,000-DA

980 KILOCYCLES

Call Letters	Location	Power in Watts
CKRM	Regina, Sask.	5,000-DA-N
CBV	Quebec, Que.	1,000
CKWX	Vancouver, B. C.	5,000-DA
CKVL	Verdun, Que.	1,000-DA
CFPL	London, Ont.	5,000-DA

990 KILOCYCLES

Call Letters	Location	Power in Watts
CBW	Winnipeg, Man.	50,000

1000 KILOCYCLES

Call Letters	Location	Power in Watts
CKBW	Bridgewater, N. S.	1,000-DA-N

1010 KILOCYCLES

Call Letters	Location	Power in Watts
CBX	Edmonton, Alta.	50,000
CFRB	Toronto, Ont. (DA)	50,000

1050 KILOCYCLES

Call Letters	Location	Power in Watts
CHUM	Toronto, Ont.	1,000-D
CFGP	Grande Prairie, Alta.	1,000

1060 KILOCYCLES

Call Letters	Location	Power in Watts
CFCN	Calgary, Atla.	10,000-DA-N

1070 KILOCYCLES

Call Letters	Location	Power in Watts
CBA	Sackville, N. B.	50,000
CHOK	Sarnia, Ont.	5,000-D 1,000-N-DA

1130 KILOCYCLES

Call Letters	Location	Power in Watts
CBR	Vancouver, B. C.	5,000

1140 KILOCYCLES

Call Letters	Location	Power in Watts
CJCJ	Calgary, Alta.	1,000-DA-N

1150 KILOCYCLES

Call Letters	Location	Power in Watts
CKX	Brandon, Man.	1,000
CKOC	Hamilton, Ont.	5,000-DA
CHSJ	St. John, N. B.	5,000-DA-N

1220 KILOCYCLES

Call Letters	Location	Power in Watts
CJRL	Kenora, Ont.	1,000
CKCW	Moncton, N. B.	5,000-DA-N
CJOC	Lethbridge, Atla.	5,000-DA-N

1230 KILOCYCLES

Call Letters	Location	Power in Watts
CFPA	Port Arthur, Ont.	250
CKNW	New Westminster, B. C.	250
CKSF	Cornwall, Ont.	250
CKVD	Val d'Or, Que.	100
CJBQ	Belleville, Ont.	250
CJEM	Edmundston, N. B.	250
*....	Dawson City, Y. T.	250

1240 KILOCYCLES

Call Letters	Location	Power in Watts
CKRS	Jonquiere, Que.	250
CJNB	North Battleford, Sask.	250
CKDO	Oshawa, Ont.	100
CKLN	Nelson, B. C.	250
CFPR	Prince Ruppert, B. C.	250
CJCS	Stratford, Ont.	250
CKTS	Sherbrooke, Que.	250
CJAV	Port Alberni, B. C.	250
CJRW	Summerside, P. E. I.	250

1250 KILOCYCLES

Call Letters	Location	Power in Watts
CKSB	St. Boniface, Man. (DA)	1,000

1260 KILOCYCLES

Call Letters	Location	Power in Watts
CFRN	Edmonton, Alta.	5,000

1270 KILOCYCLES

Call Letters	Location	Power in Watts
CJCB	Sydney, N. S.	5,000-D 1,000-N
CHAT	Medicine Hat, Atla.	1,000-DA

1280 KILOCYCLES

Call Letters	Location	Power in Watts
CKCV	Quebec, Que.	1,000-DA-N

1310 KILOCYCLES

Call Letters	Location	Power in Watts
CKCO	Ottawa, Ont.	5,000-D 1,000-DA-N

1330 KILOCYCLES

Call Letters	Location	Power in Watts
CBH	Halifax, N. S.	100

1340 KILOCYCLES

Call Letters	Location	Power in Watts
CHAD	Amos, Que.	250
CJLS	Yarmouth, N. S.	250
CJOB	Winnipeg, Man.	250
CHWK	Chilliwack, B. C.	250
CKFI	Fort Francis, Ont.	250
CKOX	Woodstock, Ont.	250

1350 KILOCYCLES

Call Letters	Location	Power in Watts
CHGB	Ste. Anne de la Pocatiere, Que.	1,000-D 250-N
CHOV	Pembroke, Ont.	1,000-DA
CJDC	Dawson Creek, B. C.	1,000

1380 KILOCYCLES

Call Letters	Location	Power in Watts
CKPC	Brantford, Ont.	1,000-DA-N

1400 KILOCYCLES

Call Letters	Location	Power in Watts
CKCL	Truro, N. S.	250
CKRN	Rouyn, Que.	250
CJSO	Sorel, Que.	250
CJFP	Riviere du Loup, Que.	250

1410 KILOCYCLES

Call Letters	Location	Power in Watts
CKMO	Vancouver, B. C.	1,000
CHLP	Montreal, Que.	1,000

1430 KILOCYCLES

Call Letters	Location	Power in Watts
CHEX	Peterborough, Ont.	1,000-DA

1440 KILOCYCLES

Call Letters	Location	Power in Watts
CHNO	Sudbury, Ont.	1,000-DA

1450 KILOCYCLES

Call Letters	Location	Power in Watts
CFJM	Brockville, Ont.	250
CHEF	Granby, Que.	250
CFOR	Orillia, Ont.	250
CFAB	Windsor, N. S.	250
CJOY	Guelph, Ont.	250

1470 KILOCYCLES

Call Letters	Location	Power in Watts
CFOS	Owen Sound, Ont.	1,000-DA-N

1490 KILOCYCLES

Call Letters	Location	Power in Watts
CKCR	Kitchener, Ont.	250
CFRC	Kingston, Ont.	100
CJIC	Sault Ste. Marie, Ont.	250

1550 KILOCYCLES

Call Letters	Location	Power in Watts
CKTB	St. Catharines, Ont.	1,000
CKOK	Penticton, B. C.	250

1580 KILOCYCLES

Call Letters	Location	Power in Watts
CBJ	Chicoutimi, Que.	10,000

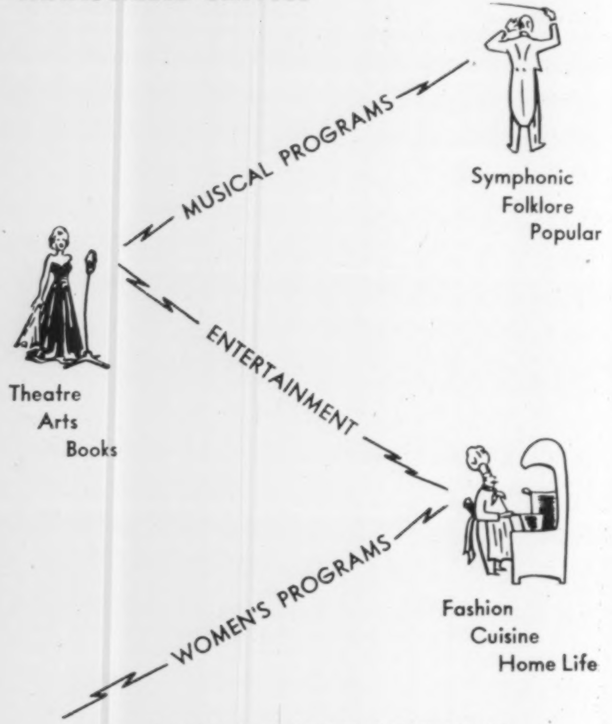
1600 KILOCYCLES

Call Letters	Location	Power in Watts
CHVC	Niagara Falls, Ont.	1,000-DA-N

XUM

Direct From Paris
RDF

THE FRENCH BROADCASTING SYSTEM (RDF) BRINGS YOU FREE OF CHARGE A REGULAR TRANSCRIBED SERVICE



BY SPECIAL SHORTWAVE FEED
ON-THE-SPOT NEWS • INTERVIEWS • REPORTS

These broadcasts are distributed to American stations as part of a goodwill program to promote better understanding between the people of the United States and the people of France.

The French Broadcasting System

PIERRE CRENESSE — *Director in North America*

934 Fifth Avenue • New York 21, N. Y. • REgent 4-1501

FREQUENCY ALLOCATIONS FOR EUROPEAN BROADCASTING STATIONS

(agreed upon by a majority of nations at the European Broadcasting Convention in Copenhagen)

LONG WAVES (150 to 285 kc.)

Station	Frequency kc.	Power kw.
Tromso (Norway)	155	10
Brasov (Rumania)		150
Allouis (France)	164	450
Moscow I (USSR)	173	500
Lulea (Sweden)		10
Ankara (Turkey)		120
Motala (Sweden)	191	200
Droitwich (G. Br.) (or Ottringham)	200	400
Kiev I, Ukraine (USSR)	209	150
Oslo (Norway)	218	200
Warsaw I (Poland)	227	200
Leningrad I (USSR)	236	100
Kalundborg (Denmark)	245	150
Lahti (Finland)	254	200
Moscow II (USSR)	254	200
Ceskoslovensko (Czechoslovakia)	281	100

INTERMEDIATE

(415-490 kc. and 510-525 kc.)

Station	Frequency kc.	Power kw.
Ostersund (Sweden)[1]	420	10
Oulu (Finland)[2]	433	10
Hamar (Norway)[3]	520	1

MEDIUM WAVES

(525 to 1605 kc/s)

Station	Frequency kc.	Power kw.
Beromunster (Switzerland)	529	150
Budapest I (Hungary)	539	135
Oukhta, Finno-Karelia (U.S.S.R.)	548	20
Simferopol, Russia (U.S.S.R.)		100
Cairo II (Egypt)	557	20
Helsinki (Finland)[4]		100
Monte Ceneri (Switzerland)		50
Athlone I (Ireland)	566	100
Catania (Italy)		5
Palermo (Italy)		10
Riga, Latvia (U.S.S.R.)	575	100
Vienna I (Austria)	584	120
Sofia II (Bulgaria)[5]	593	60
Sundsvall (Sweden)[6]		150
Lyon (France)	602	150
Eidar (Iceland)	611	5
Rabat I (Morocco)		120
Petrozavodsk, Finno-Karelia (U.S.S.R.)		100
Sarajevo (Yugoslavia)		60
Brussels I (Belgium)	620	150
Moalatya (Turkey)		50
Vigra (Norway)	629	100
Tunis II (Tunisia)[7]		120
Prague I (Czechoslovakia)	638	150
Burghead (Great Britain)	647	15
Droitwich (Great Britain)		120
Stagshaw (Great Britain)		15
Westerglen (Great Britain)		15
Kharkov, Ukraine (U.S.S.R.)		100
Bolzano (Italy)	656	20
Florence I (Italy)		80
Naples I (Italy)		80
Turin I (Italy)		45
Murmansk, Russia (U.S.S.R.)		150
Vilna, Lithuania (U.S.S.R.)	665	100
Marseilles (France)	674	100
Bodo (Norway)		10
Rostov-on-Don, Russia (U.S.S.R.)		100
Belgrade I (Yugoslavia)	683	150
Nicosia (Cyprus)	692	10
Moorside Edge (Great Britain)		150
Banska-Bystrica (Czechoslovakia)	701	100
Czechoslovakian sync. net work		5
Rabat II (Morocco)		120
Finnmark (Norway)		20
Limoges (France)	710	150
Stalino, Ukraine (U.S.S.R.)		150
Lisbon (Portugal)	719	120
Damascus I (Syria)		50
Athens (Greece)	728	100
Akureyri (Iceland)	737	1
Jerusalem I (Palestine)		20
Gliwice (Poland)		50
Seville (Spain)		50
Hilversum I (Netherlands)	746	120
Kuopio (Finland)	755	20
Lisbon (Portugal)		50
Timisoara (Rumania)[8]		50
Sottens (Switzerland)	764	150
Cairo I (Egypt)	773	50
Stockholm (Sweden)[9]		150
Kiev II, Ukraine (U.S.S.R.)	782	100
Soviet troops in Germany		70
Rennes (France)	791	150
Salonika (Greece)		50
Leningrad II, Russia (U.S.S.R.)	800	100
Burghead (Great Britain)	809	100
Dundee (Great Britain)		5
Redmoss (Great Britain)		20
Westerglen (Great Britain)		100
Skopje (Yugoslavia)		135
Poznan (Poland)	818	100
Sofia I (Bulgaria)	827	100
Nancy (France)	836	150
Beirut I (Lebanon)		20
Rome I (Italy)	845	150
Bucharest (Rumania)	854	150
Paris I (France)	863	150
Moscow III, Russia (U.S.S.R.)	872	150
Aberystwyth (Great Britain)	881	5
Penmon (Great Britain)		20
Washford (Great Britain)[10]	(881)	150
Wrexham (Great Britain)		5
Cetinge (Yugoslavia)		20
Algiers I (Algeria)[11]	890	100
Bergen (Norway)		20
Kristiansand (Norway)		20
Trondheim (Norway)		20
Dniepropetrovsk, Ukraine (U.S.S.R.)		20
Milan I (Italy)	899	150
Brookmans Park (Great Britain)	908	150
Ljubljana (Yugoslavia)	917	135
Brussels II (Belgium)	926	150
Lwow, Ukraine (U.S.S.R.)	935	100
Toulouse (France)	944	100
Voronezh, Russia (U.S.S.R.)		20
Morava (Czechoslovakia)	953	150
Turku (Finland)[12]	962	100
Tunis I (Tunisia)[13]		120
British Zone (Germany)	971	70
Izmir (Turkey)		50
Kalinin, Russia (U.S.S.R.)		20
Smolensk, Russia (U.S.S.R.)		20
Algiers II (Algeria)[14]	980	100
Goteborg (Sweden)[15]		150
Rovaniemi (Finland)	989	10
American Zone (Germany)		70
Beirut II (Lebanon)		20
Kishinev, Moldavia (U.S.S.R.)	998	100
Hilversum II (Netherlands)	1,007	120
Aleppo I (Syria)		20
Istanbul (Turkey)	1,016	150
Graz-Dobl (Austria)	1,025	100
Jerusalem II (Palestine)		20
Turin II (Italy)	1,034	10
Lisbon (Portugal)		40
Tallinn, Estonia (U.S.S.R.)		100
U.S.S.R. Zone (Germany)	1,043	70
Kalamata (Greece)		5
Agadir I (Morocco)		20
Marrakesh I (Morocco)		20
Uida I (Morocco)		20
Hartland Point (Great Britain)	1,052	10
Start Point (Great Britain)[16]		150
Tripoli (Libya)[17]		50
Jassi (Rumania)		10
Focsani (Rumania)		5
Eastern Denmark	1,061	60
Cagliari (Italy)		10
Lisbon (Portugal)		15
Paris II (France)	1,070	100
Krasnodar, Russia (U.S.S.R.)		20
Breslau (Poland)	1,079	50
Korca (Albania)	1,038	10
Shkodra (Albania)		10
Droitwich (Great Britain)		150
Norwich (Great Britain)		20
Bratislava (Czechoslovakia)	1,097	150
Czechoslovakia sync. network		5
Moghilev, Byelorussia (U.S.S.R.)	1,106	100
Bari I (Italy)	1,115	50
Bologna I (Italy)		50
S. Remo (Italy)		5
Norwegian sync. network		5
Brussels III (Belgium)	1,124	20
Varna (Bulgaria)		5
Viborg, Russia (U.S.S.R.)		20
Zagreb (Yugoslavia)	1,133	135
Constantine I (Algeria)	1,142	20
Oran I (Algeria)		40
Kaliningrad, Russia (U.S.S.R.)		20
Carlisle (Great Britain)	1,151	5
Lisnagarvey (Great Britain)		100
Londonderry (Great Britain)		5
Stagshaw (Great Britain)		100
Baia Mare (Rumania)		5
Cluj (Rumania)		20
Oradea (Rumania)		5
Strasbourg I (France)	1,160	150
Odessa, Ukraine (U.S.S.R.)	1,169	150
Horby (Sweden)	1,178	100
Budapest II (Hungary)	1,187	135
French Zone (Germany)	1,196	70
Kerkyra (Greece)		15
Agadir II (Morocco)		20
Marrakesh II (Morocco)		20
Ujda II (Morocco)		20
Bordeaux (France)	1,205	100
Haifa (Palestine)		5
Lublin (Poland)		10
Ayr (Great Britain)	1,214	5
Brookmans Park (Great Britain)		60
Burghead (Great Britain)		20
Dundee (Great Britain)		5
Lisnagarvey (Great Britain)		10
Londonderry (Great Britain)		1

SERVICES RELATED TO THE BUSINESS OF BROADCASTING

ADVERTISING AND TRADE ASSOCIATIONS

ADVERTISING ASSOCIATION OF THE WEST—Monadnock Bldg., San Francisco 5. Tel.: Garfield 1-6868. *Officers:* Gilbert L. Stanton, president; Charles W. Collier, executive vice president; Lela M. Huey, executive secretary.

THE ADVERTISING COUNCIL, INC.—11 West 42nd St., New York 18, N. Y. Tel.: BRyant 9-3641. *Officers:* Charles G. Mortimer, Jr., vice president charge of marketing, General Foods Corporation, chairman: Stuart Peabody, Kerwin H. Fulton, William Reydel, vice chairmen; Paul B. West, secretary; Frederic R. Gamble, treasurer; Theodore S. Repplier, president; Allan M. Wilson, vice president; George P. Ludlam, vice president & New York Manager; Maxwell Fox, public relations director; Gordon C. Kenney, radio director; Mrs. L. S. Schwartz, Chicago representative; Robert Coleson, Hollywood representative. Washington office: 1200 18th St., N. W. Tel.: STerling 9153. Chicago office: 203 North Wabash Ave. Tel.: RAndolph 6-1753. Hollywood office: 1680 N. Vine St. GRanite 7166.

ADVERTISING FEDERATION OF AMERICA—330 W. 42nd St., New York 18. Tel.: Bryant 9-0430. *Officers:* George S. McMillan, chairman of the board; E. G. Borton, president.

AMERICAN ASSOCIATION OF ADVERTISING AGENCIES — 420 Lexington Ave., New York. Tel.: Lexington 2-7980. *Officers:* Frederic R. Gamble, president; J. C. Cornelius, BBDO, Mnpls., chairman of the board; Thomas D'A. Brophy, Kenyon & Eckhardt Inc., New York, chairman of the board; Clarence B. Goshorn, Benton & Bowles, Inc., New York vice-chairman; Henry M. Stevens, J. Walter Thompson Co., New York, secretary-treasurer. *Committee on Radio and Television Broadcasting:* Carlos Franco, Young & Rubicam, Inc., chairman; Richard C. Bachman, W. Earl Bothwell, Inc., Pittsburgh; Elizabeth Black, The Joseph Katz Co., New York; Winslow H. Case, Campbell-Ewald Co., New York; Henry Clochessy, Compton Adv. Inc., New York; William C. Dekker, McCann-Erickson, Inc., New York; Jan Gilbert, Harold Cabot & Co., Boston; Kathryn M. Hardig, The Ralph H. Jones Co., Cincinnati; George Kern, Benton & Bowles, Inc., New York; Gordon Mills, Kudner Agency, Inc., New York; Linnea Nelson, J. Walter Thompson Co., New York; Harlow P. Roberts, Goodkind, Joice & Morgan Inc., Chicago; Frank Silvernail, BBDO, New York; R. G. Simmons, Meldrum & Fewsmith, Cleveland; Barton A. Stebbins, Los Angeles. Kenneth Godfrey, AAAA, secretary.

AMERICAN MARKETING ASSOCIATION—Kinley Hall, Urbana, Ill. Tel.: 7-5274. *Officers:* Harvey W. Huegy, president; Gordon A. Hughes, Neil H. Borden, vice presidents; George H. Brown, secretary; Wilford White, treasurer. (association for the advancement of science in marketing.)

AMERICAN NEWSPAPER PUBLISHERS ASSOCIATION—370 Lexington Ave., New York 17. Tel.: Murray Hill 5-2000. *Officers:* David W. Howe, president; Edwin S. Friendly, vice president; J. L. Stackhouse, secretary; W. L. Fanning, treasurer; Cranston Williams, general manager. Branch office: 360 N. Michigan Ave., Chicago 1. Tel.: Franklin 3746. George N. Dale, manager.

ASSOCIATION OF CANADIAN ADVERTISERS — Federal Bldg., Toronto 1. Tel.: Adelaide 8047. *Officers:* George S. Bertram, Swift Canadian Co. Ltd., *President;* Lee Trenholm, Provincial Paper Ltd., *Executive v.p.;* J. W. Lawrence, The Borden Co. Ltd., J. G. Hagey, B. F. Goodrich Rubber Co. of Canada Ltd., H. T. Venning, Shirriff's Ltd., A. Usher, RCA Victor Co. Ltd., *Vice-presidents;* C. H. Willis, Appleford Paper Prod. Ltd., *Treasurer;* John A. M. Galilee, Association of Canadian Advertisers Inc., *Secy.;* Athol McQuarrie, Assn. of Canadian Advertisers Inc., *Gen.-Mgr.;* G. Walter Brown, Bristol-Myers Co. of Canada Ltd., Robert E. Day, Bulova Watch Co.; E. T. Gater, Sterling Products Ltd., H. J. G. Jackson (past-pres.) Chrysler Corp. of Can. Ltd., R. R. McIntosh, General Foods, Ltd.; H. T. Markey, Dominion Textile Co., Ltd.; John O. Pitt, Canadian Fairbanks-Morse Co. Ltd., M. M. Schneckenburger, The House of Seagram, R. C. Scrivner, the Bell Telephone Co. of Canada Ltd.; R. E. Sewell, Coca-Cola Ltd., *Directors.*

ASSOCIATION OF NATIONAL ADVERTISERS Inc.—285 Madison Ave., New York 17. Tel.: Oregon 9-4940. *Officers:* W. N. Connolly, S. C. Johnson & Son, chairman of the board; W. B. Potter, Eastman Kodak Co., vice chairman; Paul B. West, president; J. F. Kurie, vice-president; Cy Norton, vice president; E. T. Batchelder, vice president-secretary.

CANADIAN ASSOCIATION OF ADVERTISING AGENCIES — 111 Avenue Road, Toronto, Ont. Tel.: Kingsdale 0980. *Officers:* Morgan Eastman, McConnell, Eastman & Co. Ltd., president; Hector Fontaine, Canadian Adv. Agency, vice-president; Harry M. Tedman, J. J. Gibbons Ltd., secretary-treasurer.

FINANCIAL PUBLIC RELATIONS ASSOCIATION—231 S. LaSalle St., Chicago 4. Tel.: State 2-5547. Robert Lindquist, president; Preston E. Reed, executive vice president.

(Continued)

EUROPEAN ALLOCATIONS
(Continued)

Station	Frequency kc.	Power kw.
Moorside Edge (Great Britain)		58
Plymouth (Great Britain)		2
Redmoss (Great Britain)		2
Redruth (Great Britain)		2
Stagshaw (Great Britain)		10
Westerglen (Great Britain)		50
British troops in Germany		70
Azores (Portugal)		2
Kursk, Russia (U.S.S.R.)		20
Stara Zagora (Bulgaria)	1,223	20
Barcelona (Spain)		20
Falun (Sweden)		100
Budejovice (Czechoslovakia)	1,232	5
Cechy-Zapad (Czechoslovakia)		25
Morava-Vychod (Czechoslovakia)		25
Prague II (Czechoslovakia)		100
Vaasa (Finland)	1,241	50
Bayonne (France)		20
Clermont-Ferrand (France)		20
Corse (France)		10
Grenoble (France)		20
Le Havre (France)		20
Montbeliard (France)		20
Nice (France)		20
Quimper (France)		20
Tiraspol, Moldavia (U.S.S.R.)		20
Lower Egypt	1,250	5
Nyiregyhaza (Hungary)		10
Zalaegerszeg (Hungary)[18]		20
Athlone II (Ireland)		50
Stettin (Poland)	1,259	100
Belgrade II (Yugoslavia)	1,268	135
Lille (France)	1,277	150
Kosice (Czechoslovakia)	1,286	100
Radio Catolica (Portugal)		20
Ottringham (Great Britain)	1,295	150
Constantine II (Algeria)	1,304	20
Oran II (Algeria)		40
Danzig (Poland)		50
Stavanger (Norway)	1,313	100
Ouchgorod, Ukraine (U.S.S.R.)	1,322	100
Genoa I (Italy)	1,331	50
Messina (Italy)		25
Pescara (Italy)		25
Rome II (Italy)		50
Venice (Italy)		25
Alexandria (Egypt)	1,340	5
Crowborough or Stagshaw (Great Britain)		150
Budapest (Hungary)		5
Magyarovar (Hungary)		5
Miskolc (Hungary)		5
Pecs (Hungary)		5
Corse (France)	1,349	10
Marseilles (France)		50
Nantes (France)		10
Toulouse (France)		50
Kuldiga, Latvia (U.S.S.R.)		20
Modona, Latvia (U.S.S.R.)		20
Tirana I (Albania)	1,358	100
Thorshavn (Faroe Islands)	1,367	5
Caltanissetta (Italy)		25
Torun (Poland)		24
Oporto (Portugal)		5
Strasbourg II (France)	1,376	150
Madrid I (Spain)	1,385	100
Kaunas, Lithuania (U.S.S.R.)		150
Dornbirn (Austria)	1,394	5
Graz (Austria)		15
Innsbruck (Austria)		5
Linz (Austria)		5
Rhodes (Greece)		5
Swedish sync. network		20
Bayonne (France)	1,403	20
Lille (France)		20
Paris (France)	(1,403)	10
Quimper (France)		20
Montpellier (France)		10
Nice (France)		20
French troops in Germany		25
Komotini (Greece)		5
Baranovichi, Byelorussia (U.S.S.R.)		20
Banja Luka (Yugoslavia)	1,412	20
Bitolja (Yugoslavia)		20
Maribor (Yugoslavia)		20
Pristina (Yugoslavia)		20
Rijeka (Yugoslavia)		20
Split (Yugoslavia)		60
Sarrebrucken (Germany: French Zone)	1,421	20
Sfax I (Tunisia)		5
Chernigov, Ukraine (U.S.S.R.)		5
Argyrokastro (Albania)	1,430	5
Western Denmark		70
Copenhagen (Denmark)		10
Madrid II (Spain)		50
Luxembourg	1,439	150
Ancona (Italy)	1,448	25
Florence II (Italy)		3
Genoa II (Italy)		5
Milan II (Italy)		50
Naples II (Italy)		5
Venice II (Italy)		5
Portuguese sync. network		5
Swedish sync. network		20
Bartley (Great Britain)	1,457	60
Clevedon (Great Britain)		60
Craiova (Rumania)		20
Monte-Carlo (Monaco)	1,466	120
Norwegian sync. network		2
Vienna II (Austria)	1,475	30
Salzburg (Austria)		20
Klagenfurt (Austria)		20
International common frequency*	1,484	
French sync. network	1,493	60
Gomel, Byelorussia (U.S.S.R.)		20
Cracow (Poland)	1,502	50
Warsaw II (Poland)		10
Zaragoza (Spain)		50
Brussels IV (Belgium)	1,511	20
Chania (Greece)		5
Jihlava (Czechoslovakia)	1,520	5
Ostrava (Czechoslovakia)		30
Pizen (Czechoslovakia)		30
Corunna (Spain)		20
Funchal (Madeira Is.)	1,529	1
Swedish sync. network		20
Vatican City		100
French Zone (Germany)	1,538	70
Spanish sync. network		5
British sync. network†	1,546	
Vinnitza, Ukraine (U.S.S.R.)		5
Germany: U. S. Forces	1,554	70
Nice (France)		75
Turi, Estonia (U.S.S.R.)		20
Portuguese sync. network	1,562	5
Swedish sync. network		20
Swiss sync. network		5
U.S.S.R. Zone (Germany)	1,570	70
Spanish sync. network		5
Sfax II (Tunisia)		5
Italian sync. network	1,578	10
Fredrikstad (Norway)		10
British Zone (Germany)	1,586	70
Spanish sync. network		5
International common frequency‡	1,594	
U.S. Zone (Germany)	1,602	70
Norwegian sync. network		2
Portuguese sync. network		5

---

[1] DA protecting S.W.

[2] DA protecting S.W.

[3] DA protecting S.

[4] Directional aerial protecting Switzerland.

[5] Directional aerial. Apparent power towards Sweden 10 kW.

[6] Directional aerial. Apparent power towards Bulgaria 20 kW.

[7] Directional aerial protecting Norway.

[8] Power to be reduced to 20 kW if directional aerial protecting Portugal is not used.

[9] Directional aerial. Apparent power towards Egypt 20 kW.

[10] Directional aerial. Apparent power towards Yugoslavia 150 kW.

[11] Directional aerial protecting Norway.

[12] Directional aerial protecting Tunisia.

[13] Directional aerial protecting Finland.

[14] Directional aerial protecting Sweden.

[15] Directional aerial protecting Algeria.

[16] Directional aerial protecting Libya.

[17] Directional aerial protecting Great Britain.

[18] Directional aerial protecting Ireland.

* Shared by: Albania, Austria, Belgium, Cyprus, Czechoslovakia, Denmark, Finland, France, Germany : British Zone, Gibraltar, Great Britain, Greece, Hungary, Ireland, Italy, Lithuania, Malta, Morocco, Norway, Poland, Portugal, Rumania, Russia, San Marino, Spain, Syria, Trieste, Tripoli, Tunisia, Ukraine, and Yugoslavia. Vatican City is permitted to use this frequency with a power of 5 kW until receivers covering 1,529 kc/s are more generally in use.

† Belfast (5kW); Bournemouth (2); Brighton (5); Bristol (2); Cardiff (2); Dundee (2); Edinburgh (5); Exeter (5); Fareham (2); Glasgow (5); Hull (5); Leeds (5); Liverpool (5); London (20); Manchester (2); Middlesbrough (2); Newcastle-on-Tyne (5); Plymouth (5); Preston (2); Redmoss (2); Redruth (2); Sheffield (2).

‡ Shared by: Andorra; Austria; Belgium; Bulgaria; Cyrenaica; Czechoslovakia; Denmark; Finland; France; Great Britain; Greece; Ireland; Latvia; Madeira Is.; Morocco (Tangier); Norway; Netherlands; Poland; Portugal; Spain; Switzerland; Syria; Trieste; Yugoslavia.

(Continued)

NATIONAL ASSN. OF MANUFACTURERS—14 W. 49th St., New York. Tel.: Circle 5-6600. *Officers:* Morris Sayre, Corn Products Refining Co., New York, president and chairman of the board; Earl Bunting, O'Sullivan Rubber Corp., Winchester, Va., managing director; Noel Sargent, secretary; Kenneth R. Miller, treasurer; Robert R. Wason, Manning, Maxwell & Moore, New York, chairman of executive committee; Ira Mosher, Russell Harrington Cutlery Co., Southbridge, Mass., chairman of finance committee.

NATIONAL RETAIL DRY GOODS ASSN.—100 W. 31st St., New York 1. Tel.: Chickering 4-8780. *Officers:* Lew Hahn, president, treasurer and general manager; Howard P. Abrahams, manager, sales promotion division. Office: Munsey Bldg., Washington, D. C. Tel.: National 3680; John C. Hazen, manager.

THE PROPRIETARY ASSOCIATION OF AMERICA—810 18th St., N. W., Washington 6, D. C. Tel.: National 1914. *Officers:* Dr. Frederick J. Cullen, Washington, D. C., executive vice-president; Walter L. Beardsley, Miles Laboratories, Elkhart, Ind., president; A. K. Barta, secretary - treasurer, Washington, D. C.

COMMUNICATIONS CARRIERS

AT & T LONG LINES DEPT.—32 Avenue of the Americas, New York 13. Telephone: Exchange 3-9700. *Officers:* B. T. Miller, vice-president; H. T. Killingsworth, general manager; H. H. Carter, general commercial manager.

BELL TELEPHONE LABORATORIES—463 West St., New York 14. Telephone: Chelsea 3-1000. *Officers:* O. E. Buckley, president; M. J. Kelly, executive vice-president; D. A. Quarles, vice president and director of apparatus development; R. E. Poole, director of specialty products development; O. M. Glunt, director of Whippany staff; W. H. Doherty, W. C. Tinus, J. F. Wentz, radio development engineers.

FEDERAL TELECOMMUNICATION LABORATORIES Inc. (An IT & T associate)—500 Washington Ave., Nutley, N. J. Tel.: Nutley 2-3600. *Officers:* Harold H. Buttner, president; R. B. Colton, executive vice-president; Douglas B. Baker, J. G. Copelin, Haraden Pratt, Henry C. Roemer, Capt. D. D. Hull, USN, vice-presidents.

GLOBE WIRELESS Ltd.—141 Battery St., San Francisco, Calif. Telephone: Exbrook 2-6181. *Officers:* R. Stanley Dollar, president; R. H. Andersen, Walter P. Boatwright, J. D. Hopkins, Neil D. Brown, vice-presidents.

INTERNATIONAL TEL & TEL Corp.—67 Broad St., New York 4. Telephone: Bowling Green 9-3800. Gen. Ven. Harrison, president and director.

MACKAY RADIO & TELEGRAPH Co. (AC & R)—67 Broad St., New York 4. Tel.: Bowling Green 9-3800. *Officers:* Luke McNamee, president; F. L. Henderson, executive vice-president; Haraden Pratt, vice-president and chief engineer; J. A. Kennedy, vice-president and general attorney; A. C. Jorgensen, C. C. Chapman, Morgan Heiskell, E. H. Price, Carl E. Scholz, L. Spangenberg, vice-presidents; B. B. Tower, acting comptroller; D. M. Day, secretary; J. J. Brosnan, treasurer.

RCA COMMUNICATIONS — 66 Broad St., New York 4. Tel.: Hanover 2-1811. *Officers:* Harry C. Ingles, president: Sidney Sparks, vice-president, Commercial Activities, Program and Photo Transmission Service; F. H. Goring, N. Y.; H. E. Austin, San Francisco.

WESTERN UNION TELEGRAPH Co.—60 Hudson St., New York 13. Tel.: Worth 2-7300. *Officers:* Joseph L. Egan, president: T. B. Gittings, public relations vice-president; F. E. d'Humy, development and research vice-president; J. R. Redman, plant and engineering vice-president; H. P. Corwith, director of research; F. B. Bramhall, transmission research engineer; J. Z. Millar, radio research engineer; E. C. Homer, electronics research engineer.

BELL TELEPHONE Co. of Canada —Beaver Hall Hill, Montreal, Quebec. Tel.: Marquette 6001.

CANADIAN NATIONAL TELEGRAPHS—347 Bay St., Toronto 1, Ont. Tel.: Waverley 6071. *Officers:* W. M. Armstrong, general manager; George T. Trowhill, chief of traffic; J. R. White, chief of commercial operation.

CANADIAN PACIFIC COMMUNICATIONS—204 Hospital St., Montreal, Quebec. Tel.: Marquette 7531. *Officers:* W. D. Neil, general manager; E L Scott, superintendent of broadcast services; C W. Graham, chief of tariff bureau.

CONSULTANTS, ALLIED ARTS

BROADCAST SERVICE BUREAU Inc.—1025 Vermont Ave., N. W. Washington 5, D. C. Tel.: National 7808. C. B. Collins, president; Erna K. Bachmeier, secretary. (F.C.C. Broadcast Ruler with amendment Service.)

MERLIN H. AYLESWORTH — 30 Rockefeller Plaza, New York 20. Tel.: Circle 6-2535. (Advisory counsel.) Chairman of the Executive Committee, Ellington & Co. Inc., 535 Fifth Avenue, NYC.

CARL H. BUTMAN—National Press Bldg., Washington, D. C. Tel.: National 7846. (Consultant on FCC procedural, regulatory and technical matters; applications supervised.)

MARTIN DODGE & Co.—RKO Bldg., New York 20. Tel.: Circle 5-6767. (Consultants on labor public relations; publishes D-M Digest, digest of labor press.)

THE REUBEN H. DONNELLEY Corp.—350 E. Cermak Rd., Chicago 16. Tel.: Victory 3232. *Officers:* T. E. Donnelley, chairman of the board; Raymond M. Gunnison, president; Clarence O. Lillyblade, Arthur H. Bamforth, David L. Harrington, vice presidents; Harry W. Warner, treasurer; William J. Clark, secretary. (Contest judging, premium mailing and packaging. Classified Telephone Directory Publishers; House to House Distribution; Store service direct mail advertising, mailing lists.)

VINCENT EDWARDS & CO.—342 Madison Ave., New York. Tel.: Vanderbilt 6-5555. President: V. Edward Borges. (Advertising mat and idea syndicate services and trade magazine publishers.)

GEORGE McKITTRICK & Co.—108 Fulton St., New York 7. Tel.: Barclay 7-4828. Branch Office: 185 N. Wabash St., Chicago 1. Tel.: State 8911. (Publishes McKittrick's Geographical and Classified Directory of Advertisers and Advertising Agency list.)

EDWIN CLAUDE MILLS—522 Fifth Ave., New York 18. Tel.: Murray Hill 2-0882. (Consultant on commercial use of copyright musical works.)

NATIONAL REGISTER PUBLISHING Co. Inc.—330 W. 42nd St. New York 18. Tel.: Longacre 3-5850. President: R. W. Ferrel. Branch: 333 N. Michigan Ave., Chicago; tel.: Randolph 6-5744; manager, A. J. Crane. (Publishes Standard Advertising Register services, listing national advertisers, agencies and their personnel.)

TED NELSON ASSOCIATES—730 Fifth Ave, New York 19. Tel.: Circle 6-8740. *Director:* Ted Nelson. (Radio and Television consultants.)

S. NOVIK—630 Fifth Ave. (temp.), New York 20. Tel.: Circle 6-3976. (Public service radio consultant.)

PIKE & FISCHER—1130 Dupont Circle Bldg., Washington, D. C. (FCC Rules, Amendments, decisions and related radio documentary service.)

RADIO REPORTS Inc.—220 E. 42nd St., New York 17. Tel.: Murray Hill 7-6658. Edward F. Loomis, president; P. R. Rieber, vice president; Gordon V. Carruth, vice president. Branch Offices: 5050 Joy Road, Detroit 4; 904 Grant Ave., Rockford, Ill.; 36 Springfield St., Wilbraham, Mass.; 11152 S. Figueroa St., Los Angeles 3; 519 6th St., N. W., Washington 1, D. C. (Recordings, digesting, transcribing radio news and comments, surveys of program content; monitoring of commercials in about 200 markets.)

SMITH DAVIS CORP.—Waldorf-Astoria Towers, New York. Smith Davis, president; Albert Zugsmith, executive vice president; Ruth Zugsmith, treasurer ; Vincent Manno, general manager; Robert Mendte, manager, Philadelphia office; Howard E. Stark, director of radio sales. (Radio Station brokers.)

STILES & WARING (Walter J. Stiles and Dabney T. Waring, Jr.)—75 Federal St., Boston, Mass. Tel.: Nancock 6-6640. Washington, D. C.—Warner Bldg.

TRADE-WAYS Inc.—285 Madison Ave., New York. Tel.: Murray Hill 3-1363. William H. Lough, president and treasurer; Frank H. Twyeffort, secretary. (Marketing counsellors.)

WORLD RADIO UNIVERSITY—326 Pennsylvania Ave., S. E., Washington 3, D. C. Tel.: Franklin 1206.

CLIFFORD YEWDALL—350 Fifth Ave., New York 1. Tel.: Pennsylvania 6-7861. Branches: 11 S. La Salle St., Chicago; Sharp Bldg., Lincoln 8, Neb. Tel.: B 3135. (Accountant specializing in radio.)

MUSIC LICENSING GROUPS

AMERICAN SOCIETY OF COMPOSERS, AUTHORS & PUBLISHERS (ASCAP)—RCA Bldg., New York 20. Tel.: Plaza 7-2700. *Officers:* Fred E. Ahlert, president; Gustave Schirmer & Oscar Hammerstein II, vice presidents; George W. Meyer, secretary; Louis Bernstein, treasurer; Donald Gray, assistant secretary; Frank H. Connor, assistant treasurer; Richard F. Murray, George A. Hoffman, Herman Greenberg, Herman Finkelstein, administrative executives; Schwartz & Frohlich, general counsel. Board of Directors: Stanley Adams, Fred E. Ahlert, Louis Bernstein, Saul Bourne, Gene Buck, Irving Caesar, Max Dreyfus, Otto A. Harbach, A. Walter Kramer, Edgar Leslie, George W. Meyer, Jack Mills, Oscar Hammerstein II, John Tasker Howard, J. J. Robbins, Herman Starr, Gustave Schirmer, Deems Taylor, Donald Gray, Ray Henderson, Frank H. Connor, Paul Cunningham, Abe Olman, Lester Santly.

ASSOCIATED MUSIC PUBLISHERS (AMP)—BMI Subsidiary. 25 W. 45th St., New York 19. Tel.: Luxemburg 2-1790. Merritt E. Tompkins, president; Earl B. Hall, Karl Bauer, vice presidents; Charles A. Wall, treasurer.

BROADCAST MUSIC INC. (BMI)—580 Fifth Ave., New York 19. Tel.: Pennsylvania 6-5466. *Officers:* Carl Haverlin, president; Sydney M. Kaye, vice president & general counsel; Charles A. Wall, vice president in charge of finance; Robert J. Burton, vice president in charge of publisher relations; Claude C. Boydston, comptroller. *Directors:* Herbert Ackerberg, CBS; John Elmer, WCBM, Baltimore; Carl Haverlin, BMI; William S. Hedges, NBC; Herbert Hollister, KBOL; Leonard Kapner, WCAE; Sydney M. Kaye, BMI; Joseph McDonald, ABC; Justin Miller, NAB; Paul Morency, WTIC; J. Leonard Reinsch, WSB; J. Harold Ryan, Fort Industry Co.; Robert D. Swezey, MBS.

COMPOSERS, AUTHORS and PUBLISHERS ASSN. OF CANADA LTD. —132 St. George St., Toronto. Tel.:

Mi 8457. Sir Ernest MacMillan, president; W. S. Low, gen. mgr.

HARRY FOX—45 Rockefeller Plaza, New York 20. Tel.: Circle 6-3084. (Agent and Trustee for music publishers.)

MUSIC PUBLISHERS PROTECTIVE ASSOCIATION Inc.—45 Rockefeller Plaza, New York 20. Tel.: Circle 6-3084. Harry Fox, general manager; Walter G. Douglas, chairman of board.

MUZAK CORP.—229 Fourth Ave., New York 3. Tel.: Orchard 4-7400 (Production and transmission of background music programs.)

NATIONAL ASSOCIATION OF PERFORMING ARTISTS — 630 Fifth Ave., New York 20. Tel.: Circle 7-8194. Fred Waring, president and chairman of the board; Alfred Rice, general counsel.

G. RICORDI & Co.—12 West 45th St., New York 19. Tel.: Murray Hill 2-0300. Dr. Renato Tasselli, managing director.

SESAC Inc.—475 Fifth Ave., New York 17. Tel.: Murray Hill 5-5365. Paul Heinecke, president; Ruth C. Heinecke, treasurer.

PUBLIC RELATIONS AND PROMOTION SERVICES

DAVID O. ALBER ASSOCIATES Inc.—654 Madison Ave., New York 21. Tel.: Templeton 8-8300. *Associates:* Mildred Brown, Michael Ames, Sylvia Dimond, Eugene Shefrin, Arnold Peyser, Don Gresy.

WILLIAM J. BAILEY—2500 Que St., N. W., Washington 7, D. C. Tel.: Dupont 3400.

BALDWIN and MERMEY—205 E. 42nd St., New York 17. Tel.: Murray Hill 4-4540. *Partners:* William H. Baldwin, Maurice Mermey.

BANNER & GREIF—250 W. 57th St., New York 19. Tel.: Plaza 7-4713. Jack Banner and Ed Greif, partners.

BENTLEY & LIVINGSTONE Inc.—220 S. State St., Chicago 4. Tel.: Webster 9-7439. George Livingstone, president; H. S. Fisher, secretary-treasurer.

EDWARD L. BERNAYS—26 E. 64th St., New York 21. Tel.: Butterfield 8-5000.

IVAN BLACK ASSOCIATES—400 Madison Ave., New York 17. Tel.: Plaza 5-4760.

BRAND NAMES FOUNDATION Inc.—119 W. 57th St., New York 19. Tel.: Circle 5-8118. Henry E. Abt, president; Nathan Keats, asst. to the president; Arthur Brashears, director of informational services.

BROADCASTERS PROMOTION SERVICE—Atlantic City, N. J. Tel.: 4-6118. James Dooley, business manager.

H. A. BRUNO & ASSOC.—30 Rockefeller Plaza, New York. Tel.: Circle 6-8040. *Associates:* Russell Gudgeon, P. Culkin, H. C. Cotter, Hudson Phillips, V. Oristano, J. C. Miller, G. Whitman, K. L. Harris.

HARRY COLEMAN & Co.—664 N. Michigan Ave., Chicago 11. Tel.: Mohawk 4-3883. Harry M. Coleman, president; Philip Lesly, vice president.

CARL BYOIR & ASSOCIATES—10 E. 40th St., New York 16. Tel.: Murray Hill 3-3464. *Officers:* Carl Byoir, chairman of the board; Gerry Swinehart, president; George Hammond, executive vice president; Bob Davis, radio director. Offices: Washington, D. C., National Press Bldg.; Tel.: Sterling 6565; William Wight vice president. Chicago, 39 LaSalle St., Tel.: Dearborn 2-6300; George Dye, vice president, Los Angeles, 639 S. Spring St., Tel.: Van Dyke 8119; Charles McVarish, vice president.

COLL & FREEDMAN Inc.—49 W. 51st St., New York 19. Tel.: Plaza 3-9872. Principals: Fred Coll, Zac Freedman. Office: Hollywood 38, 1103 El Centro. Tel.: Gladstone 0315.

JAMES A. COWAN—Odeon Tower, Toronto, Ont., Canada. Tel.: Adalaide 5961.

ARTHUR EDDY—Taft Bldg., Hollywood 28, Cal. Tel.: Gladstone 5305.

THE FAUGHT COMPANY, Inc.—342 Madison Avenue, N.Y.C. 17 Murray Hill 7-1171. Millard C. Faught, President.

THE EARLE FERRIS CO. Inc.—40 E. 49th St., New York, Tel.: Plaza 5-3100. Earle Ferris, president; Roger Brown, general manager.

FLANLEY and WOODWARD—30 E. 40th St., New York 16. Tel.: Murray-Hill 3-3928. Mabel G. Flanley and Sally Woodward, partners.

CHARLES H. GALE ASSOC. Inc.—515 Madison Ave., New York 22. Tel.: Plaza 5-3211.

DIXON GAYER-SCOPE—68 West 58th St., New York 19. Tel.: Murray Hill 8-3540. Dixon Gayer, president.

GILCHREST-SPRIGGS & Co.—100 Boylston St., Boston 16. Tel.: Hubbard 2-2365. Partners: Charles J. Gilchrest, Marjorie L. Spriggs.

STEVE HANNAGAN — 247 Park Ave., New York. Tel.: Plaza 5-2900. Associates: Larry Smits, Joe Copps.

INSTITUTE OF PUBLIC RELATIONS Inc.—Graybar Bldg., New York. Tel.: Lexington 2-6850. John W. Darr, president; David Hinshaw, vice president.

ROBERT S. KELLER, Inc.—72 Barrow St., New York 14, Tel.: Watkins 4-6599. Robert S. Keller, president; E. Benjamin Wright, treasurer.

KRIEDT & MYERS—J. Clarence Myers, Gary Kriedt, Palace Hotel, San Francisco 5. Tel.: Exbrook 2-7443.

IVY LEE and T. J. ROSS—405 Lexington Ave., New York. Tel.: Murray Hill 6-2727. Senior Partner: T. J. Ross. Partners: James W. Lee II, J. M. Ripley, John L. Dupree.

AUSTIN C. LESCARBOURA & STAFF—Croton-on-Hudson, N. Y. Tel.: 3444. Austin C. Lescarboura, senior partner, account executive; Stanley A. Lescarboura, junior partner, account executive. Winifred Phillips, production.

HOWARD J. McCOLLISTER—10660 Bellagio, Los Angeles. Tel.: BRi 04705. Regional promotional campaigns.

J. W. MILFORD & CO. Inc.—55 W. 42nd St., New York 18. Tel.: Wisconsin 7-5968. President: J. W. Milford.

ARTHUR H. MILLER—151 E. 50th St., New York 22. Tel.: Eldorado 5-6092.

WIN NATHANSON & ASSOC. Inc.—60 E. 42nd St., New York 17. Tel.: Murray Hill 2-6560. Win Nathanson, president.

O'BRIEN & DORRANCE—160 E. 56th St., New York 22 Tel.: Plaza 5-4911. Dick Dorrance, president and secretary; Harry F. O'Brien, executive vice president and treasurer.

PUBLICITY ASSOCIATES Inc.—Empire State Bldg., New York 1. Tel.: Longacre 5-3209. Joseph A. Bernstein, president; Bernard Lewis, vice-president; Josef Israels, II, vice-president; Amy Vanderbilt, vice-president.

RADIO TELEVISION PUBLICITY CORP.—159 E. Chicago Ave., Chicago 11.

RICHARD H. ROFFMAN—122 E. 42nd St., New York 17. Richard H. Roffman, president.

SELVAGE & LEE—One E. 43rd St., New York 17. Tel.: Murray Hill 7-8550. James P. Selvage, Morris M. Lee Jr., partners. Offices: 135 S. LaSalle St., Chicago 3. Tel.: Franklin 2-4821. R. N. Swanson; 1730 Eye St., NW, Washington 6. Tel.: Republic 4041. S. B. Bledsoe.

WORLD PHOTO NEWS CORP.—354 Fourth Ave., New York. Tel.: Murray Hill 9-5347. Louis Duglin, general manager. (Promotional newspicture and display service.)

JOHN ORR YOUNG & ASSOCIATES, Inc.—342 Madison Avenue, N.Y.C. 17. Murray Hill 7-1171. John Orr Young, President.

RADIO ASSOCIATIONS AND COMMITTEES

AMERICAN RADIO RELAY LEAGUE—38 LaSalle Rd., West Hartford 7, Conn. *Officers:* George W. Bailey, president; J. L. McCargar, vice president; A. L. Budlong, acting secretary; D. H. Houghton, treasurer; F. E. Handy, communications manager.

AMERICAN TELEVISION SOCIETY—17 E. 45th St., New York 17, Tel.: Murray Hill 7-9250. Officers: Charles J. Durban, president; Halsey V. Barrett, vice-president; Dian Dincin, secretary; Archibald U. Braunfeld, treasurer.

ASSOCIATION OF FEDERAL COMMUNICATIONS CONSULTING ENGINEERS—Munsey Bldg., Washington 4. Tel.: Republic 2347. C. M. Jansky, president; Glenn D. Gillett, vice-president; Andrew D. Ring, secretary; George C. Davis, treasurer.

CANADIAN ASSOCIATION OF BROADCASTERS—Main office 108 Sparks St., Ottawa. Tel.: 3-4036; Branch, Victory Bldg., Toronto, Ont. Tel.: Adelaide 5648. T. J. Allard, manager; T. Arthur Evans, secretary-treasurer; Pat Freeman, director of advertiser and station services, Joseph Sedgwick, general counsel; G. R. A. Rice, chairman of the board; Phil Lalonde, Montreal, honorary president. *Directors:* A. A. Murphy, Saskatoon; Ralph Snelgrove, Owen Sound; J. N. Thivierge, Quebec; Phil Lalonde, Montreal; Malcolm Neill, Fredericton; Fred Lynds, Moncton; Harry Sedgwick, Toronto; Paul Le Page, Quebec; George Chandler, Vancouver; William Guild, Lethbridge.

CLEAR CHANNEL BROADCASTING SERVICE—Shoreham Bldg. Washington, D. C. Tel.: Executive 0255. *Officers:* Edwin W. Craig, WSM Nashville, chairman; Harold Hough, WBAP Fort Worth, treasurer; Louis G. Caldwell, counsel; Norma C. Maden, secretary. *Executive Committee:* Edwin W. Craig, WSM; Victor A. Sholis, WHAS Louisville; Harold Hough, WBAP; James Shouse, WLW Cincinnati; W. B. Ryan, KFI Los Angeles.

ELECTRONICS MFRS. ASSN. Inc.—1450 Broadway, New York 18. Tel.: Longacre 5-4120. David Wald, DeWald Radio, president; Sol W. Gross, Tele-Tone Radio Corp., vice president; I. A. Mitchell, United Transformer Corp., vice president; Allen Bernstein, Adams Laboratories Inc., secretary; Irving Golin, University Loud-Speakers, Inc., treasurer.

FEDERAL COMMUNICATIONS BAR ASSN. — Shoreham Bldg., Washington 5. Carl I. Wheat, president; Guilford S. Jameson, first vice president; Neville Miller, second vice president; Charles E. Thompson, secretary; Vincent B. Welch, treasurer. *Executive Committee:* Arthur Scarfeld, Eliot Lovett, Ralph Van Orsdel, John F. Gibbons, Fred W. Albertson, George S. Smith.

FM ASSOCIATION—526 Dupont Circle Bldg., Washington, D. C. Tel.: Hudson 7170. Edward L. Sellers, executive director.

INDEPENDENT TELEVISION PRODUCERS ASSN. Inc.—234 W. 44th St., New York 18. Tel.: Chickering 4-1583. Martin A. Gosch, acting president; Irvin Paul Sulds, vice president; Nathan M. Rudich, secretary; James Lawrence Fly, general counsel.

INSTITUTE OF RADIO ENGINEERS Inc.—One E. 79th St., New York 21. Tel.: Regent 7-9600. *Officers:* S. L. Bailey, president; A. S. McDonald, vice president; W. R. G. Baker, senior past president; B. E. Shackleford, junior past president. *Directors:* Murray G. Crosby, Raymond A. Heising, Herbert J. Reich, John V. L. Hogan, John B. Coleman,

(Continued)

XUM

(Continued)

Theodore A. Hunter, Frederick E. Terman, Julius A. Stratton, Wm. L. Everitt, Donald G. Fink, George R. Town, Ben Akerman, Frank H. R. Pounsett, James E. Shepherd.

JOINT TECHNICAL ACTIVITIES COMMITTEE—1 E. 79th St., New York 21. Tel.: Regent 7-9600. Philip F. Siling, chairman; Donald G. Fink, vice chairman; L. G. Cumming, secretary. Ralph Bown, Melville Eastham, J. V. L. Hogan, E. K. Jett, Haraden Pratt, D. B. Smith.

NATIONAL ASSOCIATION OF BROADCASTERS—1771 N St. N.W., Washington 6. D. C. (see page 28)

NATIONAL ASSOCIATION OF RADIO NEWS DIRECTORS—Sig. Mickelson, WCCO Minneapolis, president; Jack Shelly, WHO Des Moines, vice-president; Ben Chatfield, WMAZ Macon, second vice-president; Soren Munkhof, WOW Omaha, executive secretary.

NATIONAL ASSN. OF RADIO STATION REPRESENTATIVES—101 Park Ave., New York. Franklin M. Headley, president; Adrian J. Young Jr., vice president; Edward Spencer, secretary; Lewis H. Avery, treasurer; H. Preston Peters, director.

NATL. ELECTRICAL MFRS. ASSN.—155 E. 44th St., New York 17. Tel.: Murray Hill 2-1500. B. W. Clark, vice president, Westinghouse Electric Corporation, president; Everett Morss, president, Simplex Wire and Cable Co., treasurer. *Vice Presidents:* D. F. G. Eliot, vice president, Western Electrical Co., Inc.; C. W. Higbee, manager, Elec'l Wire and Cable Dep't., United States Rubber Co.; Whipple Jacobs, president, Belden Manufacturing Co.; Don G. Mitchell, president, Sylvania Electric Products, Inc.; E. E. Potter, vice president, General Electric Company.

RADIO EXECUTIVES CLUB OF NEW YORK—580 Fifth Ave., New York 19. Carl Haverlin, president; Arthur Pryor, Jr., vice president; Claude Barrere, secretary; Lewis H. Avery, treasurer.

RADIO MANUFACTURERS ASSN.—1317 F St., NW, Washington 4. Tel.: National 4901. Max F. Balcom, Sylvania Electric Products Inc., president; Bond Geddes, exec. vice president & general manager; Leslie F. Muter, The Muter Co., treasurer; John W. Van Allen, Buffalo, general counsel; G. M. Gardner, Wells-Gardner Co., A. D. Plamondon, Jr., Indiana Steel Products Co., W. J. Barkley, Collins Radio Co., R. E. Carlson, Tung-Sol Lamp Works Inc., Allen Shoup, Sound Inc., vice presidents; James D. Secrest, Washington, director of publications. *Committees (and chairmen):* Stanley H. Manson, Stromberg-Carlson Co., Advertising (set div.); W. W. Paul, Radio Condenser Co., Credit; Joseph Gerl, Sonoro Radio & Television Corp., Excise Tax; James E. Burke, Stewart-Warner Corp., Export; Leslie F. Muter, The Muter Co., Finance; H. C. Bonfig, Zenith Radio Corp., Liaison; G. W. Thompson, Noblitt-Sparks Industries Inc., Industrial Relations; Fred R. Lack, Western Electric Co. Inc., Industry Mobilization; Frank W. Mansfield, Sylvania Electric Products Inc., Industry Statistics; John W. Van Allen, RMA Counsel, Legislative and External Administration Advisory Comm.; Thomas A. White, Jensen Manufacturing Co., Membership; Paul V. Galvin, Motorola Inc., NAB-RMA Liaison; Lee McCanne, Stromberg-Carlson Co., School Equipment; A. T. Alexander, Motorola Inc., Service; Richard C. Colton, RCA Victor Div. of RCA, Traffic. *Division Organization:* G. M. Gardner, chairman set div.; R. E. Carlson, chairman tube div.; T. A. Smith, chairman transmitter div; A. D. Plamondon Jr., chairman parts div.; Fred D. Wilson, chairman amplified and sound equipment div. *Engineering Dept.*—90 West St., New York 6. Tel.: Cortlanda 7-0850. Dr. W. R. G. Baker, General Electric Co., director; Virgil M. Graham, Sylvania Electric Products Corp., assoc. director; L. C. F. Horle, chief engineer.

RADIO MFRS. ASSN. OF CANADA—159 Bay St., Toronto. Tel.: Adelaide 1531. S. D. Brownlee, executive secretary; F. R. Deakins, president; R. A. Hackbusch, vice-president; Tom Fleming, chairman, parts division; E. C. Dahmer, chairman, service committee; S. Sillitoe, chairman, engineering committee.

TELEVISION BROADCASTERS ASSN.—500 Fifth Ave., New York 18. Tel.: Lackawanna 4-4788. (see page 67)

TELEVISION PRODUCERS ASSN.—Hollywood. Mal Boyd, Mal Boyd & Assoc., chairman. Committee includes: Mike Stokey, Stokey-Ebert Television Enterprises; Robert Light, Robert Light Radio & Television Productions; George Fogle, F & C Productions; Maury Gresham, Gresham-Atherton Radio & Television Productions; Niles T. Grantland and Gladys Rubens.

WESTERN ASSOCIATION OF BROADCASTERS—C/o CJOC Lethbridge, Alta.; William Guild, president; CJOC Lethbridge, Alta. *Directors:* H. G. Love, CFCN Calgary; E. A. Rawlinson, CKBI Prince Albert; J. O. Blick, CJOB Winnipeg.

RADIO MANAGEMENT CONSULTANTS

ERNEST A. BARBEAU—84 Furman St., Schenectady, N. Y. Tel.: Schenectady 4-7030.

FRAZIER and PETER—Bond Bldg., Washington 5, D. C. Tel.: National 2173. Howard S. Frazier, Paul F. Peter, partners.

RICHARD W. HUBBELL & ASSOCIATES—118 E. 40th St., New York, 16. Tel.: Murray Hill 3-0028. Richard W. Hubbell, chairman. Branch offices: 597 Fifth Ave. Tel.: Plaza 3-4150. Dr. Alfred N. Goldsmith. Associated firm: Phillip Merryman & Assoc., Heatherdell Rd. Ardsley, N. Y. Tel.: Dobbs Ferry 3-2373. (Efficiency studies, financial analysis, market research, public relations, general managerial advice and assistance in all branches of television and radio.)

GEORGE H. JASPERT—80 Boylston St., Boston 16, Mass. Tel.: Hancock 6-4948.

KEITH KIGGINS & CO.—527 Lexington Ave., New York 17. Tel.: Eldorado 5-2455.

McKINSEY & Co.—60 E. 42nd St., New York 17. Tel.: Vanderbilt 6-5280. Partners and Principals: H. G. Crockett, Marvin Bower, Gordon C. Bowen, J. Alex Smith, H. A. Roddick, Howard C. Adams, Gerald L. Murphy, Ewing Reilley, Frank Wallace, Richard D. Elwell, Carl T. Hoffman, E. Everett Smith Jr. Office: 75 Federal St., Boston; tel.: Hubbard 9626; Stanley L. Balmer, Arthur T. Caruso, Office: 240 Montgomery St., San Francisco. Tel.: Garfield 3638; Alf E. Werolin, John G. Neukom.

NEJELSKI & Co.—162 E. 38th St., New York 16. Tel.: Murray Hill 3-6775. Leo Nejelski, president; Joseph M. Goldsen, Watson O'D. Pierce, vice presidents; Lillian Low, secretary.

THE FRED A. PALMER Co.—Union Trust Bldg., Cincinnati 2. Tel.: Parkway 1229. Fred A. Palmer, president; E. T. Rupp, vice-president.

RADIO CONSULTANTS Inc.—1010 Vermont Ave., Washington, D. C. Tel.: Executive 3929. Leonard L. Asch, director.

WALTER L. READ—7007 Melrose Ave., Hollywood 38. Tel.: WEbster 3-5581.

MERRITT R. SCHOENFELD & CO—228 N. La Salle St., Chicago 1. Tel.: State 7976. Merritt R. Schoenfeld, president; Lewis G. Green, Emile J. Hiber, vice-presidents; R. Hall Adams, secretary-treasurer.

SERVICES AND ORGANIZATIONS HAVING RADIO CONNECTIONS

AMERICAN CIVIL LIBERTIES UNION—170 Fifth Ave., New York 10. Tel.: Gramercy 7-4330. Roger N. Baldwin, director; Milton Bentz, ass't director; T. R. Carskadon chairman, radio committee; James Lawrence Fly, vice chairman.

AUDIT BUREAU OF CIRCULATIONS—165 W. Wacker Drive, Chicago 1. Tel.: Central 6-7994. Managing Director: James N. Shryock. Branch: 330 W. 42nd St., New York 18; Tel., Longacre 3-2322; William F. Hoffmann, manager. (Newspaper and periodical circulation audit service.)

CONTROLLED CIRCULATION AUDIT Inc.—420 Lexington Ave., New York. Tel.: Lexington 2-6380. Frank L. Avery, managing director; A. K. West, president; E. A. Elliott, vice-president; Eugene F. Sitterly, seceretary; Howard H. Sharman, treasurer. (Auditing circulation of business publications.)

DIRECT MAIL ADVERTISING ASSN. Inc.—17 E. 42nd St., New York 17. Tel.: Vanderbilt 6-1479. Dale Y. Ecton, Trans-World Airlines, president; Harry A. Porter, Harris Seybold Co., American vice-president; Harry E. Foster, Harry E. Foster Agencies Ltd., Canadian vice-president; A. M. Sullivan, Dun & Bradstreet, secretary - treasurer; Frank Frazier, executive director; Jane L. Bell, executive manager.

NATIONAL BETTER BUSINESS BUREAU—405 Lexington Ave., New York 17. Tel.: Murray Hill 6-3535. R. P. Clayberger, president; Edward L. Greene, general manager; Warren C. Agry, vice-president.

PUBLISHERS' INFORMATION BUREAU Inc. (PIB)—271 Madison Ave., New York 16. Tel.: Murray Hill 5-2210. Frank Braucher, president; W. H. Mullen, secretary. Branch Office: c/o Leading National Advertisers, 21 E. Hubbard St., Chicago 11. Tel.: Whitehall 6533.

SOUNDSCRIPT REPORTERS Inc. New York. Tel.: Lexington 2-6380—192 E 75th St., New York 21. Tel.: Rhinelander 4-7820. Calvin Truesdale, president. (Reporting by means of electronic recordings.)

SURVEYS AND MARKET RESEARCH

ADVERTEST RESEARCH — New Brunswick & Newark, N. J. 133 Albany St., New Brunswick. Tel.: Charter 7-1564. *Directors:* Seymour Smith, Richard Bruskin. (Measurement of radio and television audience habits and reactions.)

ADVERTISING RESEARCH FOUNDATION Inc.—11 W. 42nd St., N. Y. Tel.: Longacre 3-5100. *Officers:* Otis E. Kenyon, chairman of the board; H. M. Warren, vice chairman of the board; Frederic R. Gamble, treasurer; Paul B. West, secretary; A. W. Lehman, managing director; D. B. Lucas, technical director. *Directors:* John F. Aspey Jr., Allan Brown, Robert B. Brown, B. B. Geyer, Marion Harper Jr., Gordon E. Hyde, H. H. Kynett, Walter P. Lantz, Stuart Peabody, Frederick B. Ryan Jr., D. P. Smelser, Howard D. Williams, T. H. Young.

A. S. BENNETT ASSOCIATES Inc.—93 Park Ave., New York. Tel.: Murray Hill 5-7965. Archibald S. Bennett, (National consumer and dealer research.)

BOOZ, ALLEN & HAMILTON—135 S. LaSalle St., Chicago 3. Tel.: Financial 6-1900; New York—285 Madison Ave., New York 17. Tel.: Oregon 9-1900; Los Angeles—523 W. Sixth St., Los Angeles 14. Tel.: Trinity 3215. *Partners:* Edwin G. Booz, James L. Allen, James C. Olson, Edward J. Burnell, John L. Burns, Sherrill A. Parsons, Stuart M. Campbell, Stanley M. Humphrey, Harry W. Knight, Stewart M. Lowry. William C. Eldridge, Arnold F. Emch, Joseph M. Kubert, Perry Addleman, Kendrick Porter, Charles P. Bowen Jr., Robert Wise, John W. Popock, Robert M. Browning, George F. Hamson, Thomas C. Coulter, Clarence R. Chase, Edwin L. Morris.

BROADCAST MEASUREMENT BUREAU (BMB)—270 Park Ave., New York 17. Tel.: Eldorado 5-1620.

(Continued on page 518)

TV AM FM FAX

TEAMWORK IN RADIO MANAGEMENT

Recommended reading for successful broadcasters
and those who aspire to be.

(reading time: 2 minutes)

Men in radio management—and the men influencing management—are continually trying to find practical answers to an endless succession of pressing business problems.

These men are the executives of both large and small radio enterprises—presidents—managers—partners—bankers—lawyers—directors—and trustees.

In increasing numbers, these men recognize that the right radio management council can be successfully teamed up with their own organizations to provide profitable and timely answers to many important business problems. Effective professional radio management consultants work in close cooperation with clients' lawyers and consulting engineers, two essential members of the team.

WHY WE CAN HELP

We have:

TIME—to study a client's problem uninterrupted by daily routine;

UNDERSTANDING—of the principles necessary to profitable operation and the great importance of the human element to the success of business enterprise;

EXPERIENCE—gained from serving many broadcasters in varied markets;

PERSPECTIVE—an interested, impartial attitude because of an outside point of view;

ABILITY—a highly developed aptitude for digging into problems, unearthing facts, analyzing and interpreting them;

COMPARATIVE KNOWLEDGE—of what has happened in similar situations in other stations;

INDEPENDENCE—that enables us to say plainly from the outside what cannot always be said safely from within;

TECHNIQUE—an ability to work quickly and effectively within a client's organization without disturbing either the personnel or their work;

FREEDOM—from suspicion of prejudice or favoritism due to our completely detached position as professional men.

WHAT WE DO

We investigate the facts, analyze, and counsel management on a limited number of highly important business problems peculiar to AM, FM, Television and Facsimile. Those most commonly encountered are as follows:

- Station Management and Organizational Studies
- Station Appraisal
- Preparation of Exhibits for Presentation to Federal Agencies and the Courts
- Market Data Reports
- Program Analysis
- Market Evaluations
- Rate Recommendations
- Cost and Profit Studies
- Expert Testimony before Federal Agencies and the Courts
- Program Policy Studies
- Traffic Control Systems

FRAZIER & PETER

Radio Management Consultants

Suite 723 Bond Building Washington 5, D. C. NAtional 2173

(Continued from page 516)

Officers: Hugh Feltis, president; J. Harold Ryan, Fort Industry Co., Toledo, chairman of the board; Frederic R. Gamble, president, American Assn. of Advertising Agencies, vice-chairman; Justin Miller, president, National Assn. of Broadcasters, vice-chairman; Paul West, president, Assn. of National Advertisers, vice-chairman; Roger W. Clipp, WFIL Philadelphia, secretary-treasurer.

Members of the Board:

NAB—Messrs. Ryan, Clipp, and Miller; Dr. Hugh M. Beville Jr., NBC director of research; E. P. H. James, MBS vice president, New York; Richard Shafto, general manager, WIS Columbia, S. C.; Hugh Terry, KLZ Denver.

ANA—Mr. West; Joseph M. Allen, vice president, Bristol-Myers Co.; Herbert D. Bissell, advertising manager The Electric Auto Lite Co.; A. H. Caperton, advertising manager Dr. Pepper Co.; Lowry Crites, General Mills, Minneapolis; Albert S. Dempewolff, assistant to the director of advertising, Celanese Corp. of America; Alden James, advertising director P. Lorillard Co.

AAAA—Mr. Gamble; Leonard T. Bush, vice-president, Compton Adv. Agency; Carlos A. Franco, manager of radio timebuying, Young & Rubicam; Linnea T. Nelson, chief timebuyer, J. Walter Thompson Co.; D. E. Robinson, director of research, C. J. La Roche & Co.; Melvin Brorby, vice-president, Needham, Louis and Brorby; C. Burt Oliver, manager, Hollywood office, Foote, Cone & Belding.

BUREAU OF BROADCAST MEASUREMENT—Federal Bldg., Toronto. Tel.: Adelaide 8047. Officers: L. E. Phenner, Canadian Cellucotton Products Co. Ltd., Toronto, president: Athol McQuarrie, Assn. of Canadian Advertisers Inc., Toronto, secretary-treasurer. H. N. Stovin, Horace N. Stovin & Co., Toronto, vice-president; Directors: W. T. Cranston, CKOC Hamilton; E. A. Weir, CBC, Toronto; C. R. Vint, Colgate-Palmolive-Peet Co., Ltd., Toronto; Harold E. Stephenson, The Canada Starch Co., Ltd., Montreal; J. A. MacLaren, McLaren Advertising Co. Ltd., Toronto; G. Frank Mills, Spitzer & Mills Ltd., Toronto; Stuart B. Smith, Canadian Advertising Agency Ltd., Toronto; W. E. Trimble, Baker Adv. Agency Ltd., Toronto.

WALTER P. BURN—17 Washington St., Middlebury, Vt., Tel.: 593. (Maps, data, marketing analyses.)

CANADIAN FACTS LTD.—146 Wellington St. West., Toronto, Ont. Tel.: Adelaide 2067. John F. Graydon, president; Mrs. M. Sims, director of personnel; George Severs, chief statistician. Branch Office: 1466 Drummond St., Montreal, Tel.: Lancaster 3852. Ethel Colwell, vice-president.

ROBERT S. CONLAN & ASSOCIATES Inc.—928 Main St., Kansas City 6. Tel.: Victor 3038. Robert S. Conlan, president; John L. Guyant, vice-president; F. William Paul, director of market research.

CROSSLEY Inc.—4 Mercer St., Princeton, N. J. and 330 W. 42nd St., New York 18. Tel.: Bryant 9-5462. Archibald M. Crossley, president; James A. Ward, vice-president.

CORNELIUS DU BOIS & CO.—551 Fifth Ave., New York. Cornelius Du Bois, president; Charles P. Woods, Louise Payne McCarty, vice-presidents. Audience, opinion, brand rating, and market surveys.

ELLIOTT-HAYNES Ltd.—515 Broadview, Toronto, Ont. Tel.: Gerrard 1144. Walter E. Elliott, president; J. Myles Leckie, vice-president; E. R. Comte, secretary-treasurer. Office: Sun Life Bldg., Montreal. Tel.: Plateau 6494.

EGERT RESEARCH Co.—595 Madison Ave., New York 22. Tel.: Eldorado 5-1294. Helen Egert, president.

EXECUTIVES RADIO SERVICE—1889 Palmer Ave. Larchmont, N. Y. Tel.: 20833. James M. Boerst, managing editor.

FACTS CONSOLIDATED—461 Market St., San Francisco. Tel.: Douglas 2-2445. Principals: Roy S. Frothingham and Dorothy D. Corey. Los Angeles Office: 8461 Melrose Pl. Tel.: Wyoming 3181. (Research and marketing counsel, radio audience analysis.)

FACT FINDERS ASSOCIATES Inc.—400 Madison Ave., New York. Tel.: Plaza 9-3710. Frank R. Coutant, president; Wm. J. O'Brien, executive vice president.

EDGAR H. FELIX—176 Franklin Ave., Malverne, L.I., N.Y. Tel: Lynbrook 3-9755-R. (Publisher of Radio Coverage Reports.)

GALLUP & ROBINSON—Palmer Square, Princeton, N. J. Tel.: 3400 Dr. George Gallup & Dr. Claude Robinson. (Advertising-auditing.)

GILBERT YOUTH RESEARCH ORGANIZATION—512 Fifth Ave. New York 18. Tel.: LA 8590. Eugene Gilbert, president. (National and regional media and consumer research; merchandising consultants for youth market.)

GRAHAM RESEARCH SERVICE—424 Madison Ave., New York 17. Tel.: Plaza 3-4565. Director: J. E. Graham.

C. E. HOOPER Inc.—Executive headquarters, 10 E. 40th St., New York 16. Tel.: Lexington 2-3000. *Officers:* C. E. Hooper, president; Fred H. Kenkel, executive vice-president; W. Ward Dorrell, vice-president; Dorothy M. Behrens, manager, radio program reports; Edythe F. Bull, manager, special surveys. Offices: Equitable Bldg., Hollywood 28. Tel.: Hollywood 3553. Kay Lancaster, manager, Dry Hill, Norwalk, Conn. Tel.: 8-0606; 230 N. Michigan Ave., Chicago. Tel.: Randolph 8150. Ruth Colcord, manager.

HOOPER-HOLMES BUREAU Inc.—102 Maiden Lane, New York 5, Tel.: Whitehall 3-9700. Director of market research: William L. Henry.

INDUSTRIAL SURVEYS CO. Inc.—292 Madison Ave., New York 17. Tel.: Murray Hill 3-0690. Samuel G. Barton, president; C. C. Rogers, Fremont J. Knittle, vice-presidents; Larkin Osborn, comptroller; Office: 201 E. North Water St., Chicago. Tel.: State 7788. Manager: Stanley Womer; John Rhodes, Richard Scales, vice-presidents.

KNIGHT & PARKER—6530 Sunset Blvd., Hollywood 28. Tel.: Hillside 4174. John B. Knight.

RICHARD MANVILLE—15 W. 45th St., New York 19. Tel.: Luxemburg 2-4378. (Consultants on advertising and research; radio, program, commercial, effectiveness studied. Coml. and market research.)

MARKET RESEARCH OF CLEVELAND—1220 Huron Rd., Cleveland. Tel.: Main 0186. Albert E. Strass, director. (Radio research for midwest stations, advertisers and agencies.)

MARKET RESEARCH COMPANY OF AMERICA—250 East 43rd St., New York 17, New York. Tel.: Murray Hill 3-3652. President: Percival White; vice-president, Pauline Arnold; vice-president, Matilda White.

ROBERT N. McMURRY & Co.—332 S. Michigan Ave., Chicago. Tel.: Harrison 7-5930. Robert N. McMurry, president.

MEDIA RECORDS Inc.—354 Fourth Ave., New York 10. Tel.: Murray Hill 5-9376. John Halpin, manager; L. H. Collins, vice-president. Offices: 174 E. Long St., Columbus 15, Ohio; tel.: Main 7784; Frances Davis, manager, 10 N. Clark St., Chicago 2; tel.: Andover 5683; A. J. Stansfield, manager, 381 Bush St., San Francisco 4; tel.: Garfield 4989; E. J. Raleigh Jr., manager.

MOFFETT RESEARCH Co.—6253 Hollywood Blvd., Hollywood 28. Tel.: Hempstead 5653, Jessie Locke Moffett, owner.

NATIONAL ANALYSTS Inc.—1425 Chestnut St., Philadelphia 2. Tel.: Rittenhouse 6-7545. Arnold J. King, managing director; R. E. Harvey Jr., sales manager; Valter Monroe, director of field operations; Robert J. McMillan, production manager; J. B. Emack Jr., Washington Manager, 1025 Connecticut Ave., N. W., Washington, D. C.; L. W. Forman, Western Manager, 681 Market St., San Francisco 5, Calif. (Commercial market research, audience measurement, general surveys for media and business accounts.)

A. C. NIELSEN Co.—2101 Howard St., Chicago 45. Tel.: Hollycourt 5-4400. *Officers:* A. C. Neilsen, president; Frederick K. Leisch, executive vice-president. Offices: 500 Fifth Ave., New York; tel.: Pennsylvania 6-2850; James O. Peckham, vice-president. 109 St. Aldates, Oxford, England; Dr. E. L. Lloyd, managing director. 2436 Yonge St., Toronto, Ont., Canada; D. M. Prather, president.

NOBLE & SWARS Inc.—7 W. 44th St., New York 18. Tel.: Murray Hill 2-7461. William Noble, president; M. Lawrence Swars, vice-president and general manager. (Coverage maps and sales promotion brochures.)

EDWARD J. NOONAN MARKET RESEARCH ORGANIZATION—157 Federal St., Boston 10. Tel.: Liberty 2-2606. Edward J. Noonan, director.

OFFICE OF RESEARCH Inc.—3470 Broadway, New York 31. Tel.: Audubon 3-2335. John G. Peatman, president and director. (Radio consultants and publishers of weekly surveys of network music.)

OPINION RESEARCH CORP.—44 Nassau St., Princeton, N. J. Tel.: 3600. Dr. Claude Robinson, president; Hugh Rusch, vice-president; Dilman M. K. Smith, vice-president. New York Office: 10 Rockefeller Plaza; tel.: Circle 5-5977.

PENN McLEOD & ASSOCIATES Ltd.—445 Greenville St., Vancouver, Canada. Tel.: Pacific 4705. J. Penn McLeod, managing director; William B. Watts, director of radio & field personnel; Dr. Robert M. Clark, statistical consultant. (Marketing, public opinion & radio research.)

THE PSYCHOLOGICAL CORP.—522 Fifth Ave., New York 18. Tel.: Murray Hill 2-2145. Walter R. Miles, chairman of the board; George K. Bennett, president; Albert D. Freiberg, 1st vice-president; Henry C. Link, Harold Seashore, Rose G. Anderson, vice-presidents; Richard A. Fear, secretary; Philip G. Corby, treasurer.

THE PULSE Inc.—110 Fulton St., New York 18. Tel.: Rector 2-6863. Director: Dr. Sydney Roslow; manager: David Klein; ass't director: Nelle Kelly; statistician, Laurence Roslow (Radio research).

RESEARCH CO. OF AMERICA—341 Madison Ave., New York 17. Tel.: Murray Hill 4-0075. General Manager; A. Edwin Fein; Director of Sales Management Division: John W. Hall.

ELMO ROPER — 30 Rockefeller Plaza, New York 20. Tel.: Plaza 7-4900 *Associates:* Robert Williams. Carolyn Crusius, Julian Woodward, Louis Harris, Burns Roper.

N. C. RORABAUGH Co.—347 Madison Ave., New York 17. Tel.: Murray Hill 6-9186. President: N. Charles Rorabaugh. Editor: Eleanor Witt, (Publishes monthly Rorabaugh Reports on Spot Radio & TV Advertising.)

STEWART, DOUGALL & ASSOCIATES—30 Rockefeller Plaza, New York 20. Tel.: Plaza 7-2430. *Partners:* Paul W. Stewart. Arthur B. Dougal, Paul W. Atwood, Johanna B. Cooke, *Senior Research Associates.* R. C. Allen, E. A. Montgomery, C. Roberts, P. E. Gerhold, F. R. Haviland, J. A. Brown.

TELEVISION RESEARCH INSTITUTE—40 E. 40th St., New York 16. Tel.: Murray Hill 6-2673. John H. Eckstein, director. (Publishers TV newsletter and television market surveys.)

Now YOU Can Profit From These Valuable Institute Aids

TELEVISION **VIDEO** NEWSLETTER

NOVEMBER 29, 1946

Vol. 2 Published weekly by the Television Research Institute No. 8

THE INDUSTRY TWENTIETH CENTURY ETCETERA.

ENGINEERING EVERYTHING AT ONCE

Sample page of the weekly Television Newsletter. Your personal hard covered binder to hold all Reports is included in full year's membership.

NATIONALLY KNOWN CLIENTS OF TRI SERVICES

These and Hundreds More Use the Complete TRI Service Every Week to Keep Ahead of America's Fastest Growing Industry.

American Society of Composers, Authors and Publishers
American Telephone and Telegraph Company
Dow Jones and Co.
Bendix Aviation Corp.
Brooke, Smith, French and Dorrance, Inc.
Canadian Broadcasting Corporation
City Bank Farmers Trust Company
Columbia Broadcasting System
Columbia Pictures Corp.
Columbia University
Conlan Electric Corp.
Corning Glass Works
Crosley Broadcasting Corp.
Eastman Kodak Co.
Edward Petry and Co.
General Mills, Inc.
General Motors Corp.
Graybar Electric Co.
Hallicrafters Co.
Kraft Foods Co.
Kuhn, Loeb and Co.
March Of Time
Music Publishers Protective Assn.
Mutual Broadcasting System
National Broadcasting Co.
North American Philips Co.
Philco Corp.
RCA Victor Division
Shure Brothers, Inc.
Silver Screen
Stewart-Warner Corp.
Technicolor Motion Picture Corp.
TIME, Inc.
20th Century Fox Film Corp.
Williams and Saylor, Inc.
WPIX
WBAP
WTCM
Zenith Radio Corp.
Frederic W. Ziv Co.

TELEVISION RESEARCH INSTITUTE

40 EAST 40th STREET NEW YORK 16, N. Y.

More than ever, businessmen, investors, industry leaders now need a dependable service to analyze, to interpret, to appraise each new development. As a Member of the Television Research Institute, you receive the same help key executives in every branch of the industry now depend upon. The Institute retains its own top-flight research organization, maintains direct contact with top men in the industry.

This is how Institute help reaches you:

1. VIDEO—*The Television Newsletter*—This concise, analytic four page Report is rushed to you by first-class mail every Monday morning. Carefully prepared by experts VIDEO provides a continuous, correlated study of 18 branches of the industry, reporting on the seven most newsworthy each week.

2. *The* VIDEO—*Washington Letter*—Sent on the 15th of each month via first-class mail. Explains in detail FCC developments and government regulations, how they affect you and what their consequences will be. Also contains Production figures, Station Grants, FM news.

3. SPECIAL REPORTS—Ten bound Reports per year provide elaborate studies of a single segment of the field, summarize developments to date and predict their logical course.

4. *Research and Information Services*—As a TRI Member your letter, call or wire to our Member's Service Department will bring prompt response on any topic related to television on which you need additional information.

And now—when you need it most you may obtain the complete TRI Service for one year at only $35. Just complete and return the attached Application today.

MEMBERSHIP APPLICATION

Television Research Institute
40 East 40th Street
New York 16, New York

Gentlemen:

Reserve our copy of TRI's new Special Report and enroll us as a Member of the Television Research Institute for one year at $35. We will receive all privileges of Membership as outlined above.

ATTENTION OF ....
FIRM ....
ADDRESS ....
CITY AND ZONE .... STATE ....

RADIO CORRESPONDENTS GALLERIES OF CONGRESS

Albert L. Warner, *Chairman*
Elmer Davis, *Vice Chairman*

G. W. Kingsbury, *Member-at-Large*
Bill Henry, *Member Ex Officio*

Wm. R. McAndrew, *Secretary*
Francis W. Tully, Jr., *Treasurer*
George J. Marder, *Member-at-Large*

SENATE: D. Harold McGrath, Supt.
Senate Phone Branches: 1263-1264-1285-1569

Telephone: National 3120

HOUSE: Robert M. Menaugh, Supt.
House Phone Branches: 1410-1411

AMERICAN BROADCASTING CO
724 14th St., N. W.
Martin Agronsky
Malcolm Allen
H R. Baukhage
Jack Beall
Edward L. Burch
Tristam Coffin
William E. Coyle
Ruth Crane
Elmer Davis
Peg Eck
John Edwards
Arthur Gaeth
Earl Godwin
William R. P. Neel
Bryson B. Rash
Richard Rendell
Kenneth Romney Jr.

ARROWHEAD NETWORK
1738 19th St., N. W.
George E. Reedy
KVOL LaFAYETTE, LA.; WEAU EAU CLAIRE, WIS.; WEBC DURHAM, N. C.; WHLB VIRGINIA, MINN.; WISC MADISON, WIS., WJMC RICE LAKE, WIS.; WMFG HIBBING, MINN.

ASSOCIATED PRESS RADIO
409 Star Bldg.
James S. Cannon
Anthony Catella
Howard L. Kany
Edward L. Sellers

BAUKHAGE ASSOCIATES
1306 18th St., N. W.
Beatrice M. Gudridge
Virginia C. Shisler

BILL HENRY ASSOCIATES
Dorchester House
Washington, D. C.
William M. (Bill) Henry

BRITISH BROADCASTING CO.
1150 Connecticut Ave.
Leonard Miall

CAPITAL BROADCASTING CO.
1000 Connecticut Ave.
Charles A. Wakeman

COLUMBIA BROADCASTING SYSTEM
Warner Bldg.
John B. Adams
J. Gunnar Back
Griffing Bancroft
George E. Connery
Albert N. Dennis
Joseph C. Harsh
Theodore F. Koop
Donald G. Lerch Jr.
Robert Lewis
Claude A. Mahoney
Henry A. Mustin
Edwin Newman
Robert E. Nichols
Edward E. Scovill
Eric Sevareid
W. F. Shadel
Joseph Werslba
Amelia Belle Young

CENTRAL BROADCASTING CO.
National Press Bldg.
Ralph E. Young

CONTINENTAL NETWORKS
International Bldg.
Paul S. Green

DUMONT TELEVISION NETWORK
12th & E, N. W.
Leslie Arries, Jr.
Roger Coeles
Walter Compton

EARL GODWIN RADIO ASSOCIATES
1712-A N St., N. W.
Dorothy Gilfert
Earl Godwin

ED HART & ASSOCIATES
1738 H St., N. W.
Ed Hart
Eugene F. Hart

ERWIN NEWS SERVICE
Star Bldg.
WATL Atlanta; WAYN, Rockingham, N. C.; WAYS Charlotte, N. C.; WBIG Greensboro, N. C.; WBTM Danville, Va.; WCCP Savannah, Ga.; WDNC Durham, N. C.; WDSC Dillon, S. C.; WFNC Fayetteville, N. C.; WGBS Miami, Fla.; WGGA Gainesville, Ga.; WGH Norfolk-Newport News, Va.; WGNI Wilmington, N. C.; WGPC Albany, N. Y.; WGST Atlanta; WGTC Greenville, N. C.; WHKP Hendersonville, N. C.; WILX North Wilkesboro, N. C.; WIRA Fort Pierce, Fla.; WIS Columbia, S. C.; WISE Asheville, N. C.; WJNO West Palm Beach, Fla.; WLVA Lynchburg, Va.; WNAZ Macon, Ga.; WMBR Jacksonville, Fla.; WMGA Moultrie, Ga.; WRBL Columbus, Ga.; WRUF Gainesville, Fla.; WRGA Rome, Ga.; WSLS Roanoke, Va.; WSPA Spartanburg, S. C.; WSVA Harrisburg, Va.; WTAL Tallahassee, Fla.; WTMA Charleston, S. C.
Julia G. Erwin
Robert A. Erwin
Roulhac Hamilton Jr.
J. A. Mock Jr.
Eleanor Nance

KBRO Bremerton, Wash.
Woodley Towers
Park Devonshire Pl.
Florence C. Hoff

KGA SPOKANE, WASH.; KGEZ KALISPELL, MONT.; KOMO SEATTLE, WASH.; KPOA HONOLULU, HAWAII
1090 National Press Bldg.
Rudolph Block

KLZ DENVER, COLO.
4916 Rock Spring Rd.
Arlington, Va.

KROS CLINTON, IOWA
National Press Bldg.
Ralph E. Young

MUTUAL BROADCASTING SYSTEM
1627 K St., N. W.
John E. Ballinger
Gail C. Bowlby
Marilyn L. Falk
Arthur Feldman
William M. (Bill) Henry
Leslie W. Higbie
Joseph F. McCaffrey
Stephen J. McCormick
Signe O'Brien
Loren Brooks Pope
Floyd S. Roosa
Hollis Seavey
C. Russell Turner, Jr.
Albert L. Warner
Charles Warren

NATIONAL BROADCASTING CO.
724 14th St., N. W.
Theodore A. Ayers
Arthur F. Barriault
Morgan Beatty
Bjorn Bjornson
Frank Bourgholtzer
David Brinkley
Ned Brooks
John Connolly
Leif Eid
John A. Gilhain
Lewis V. Gilpin
Julian Goodman
Frank C. Hanighen
Richard Harkness
Ray Henle
Cassius M. Keller
Helen J. Keller
Wm. R. McAndrews
Robert K. McCormick
Felix Morley
Fred W. Morrison
Nancy Osgood
Walter J. Royen
Ray L. Scherer
Edward Tomlinson

PACIFIC NORTHWEST BROADCASTING CO.
704 Southern Bldg.
KXL Portland, Ore.; KXLE Ellensburg, Wash.; KXLF Butte, Mont.; KXLJ Helena, Mont.; KXLK Great Falls, Mont.; KXLQ Bozeman, Mont.; KXLY Spokane, Wash.
Marion Wheeler

STONEHOUSE NEWS AGENCY
410 RKO Albee Bldg.
Merlin F. Stonehouse

THE UNITED BROADCASTING CO. (WOOK)
1143 Connecticut Ave., N. W.
Richard Eaton

TRANSRADIO PRESS SERVICE
1258 National Press Bldg.
Ann M. Corrick
Edwin W. Darby
Wallace R. Fanning Jr.
Rex Goad
Robert S. Horowitz
Irving Jaffe
Robert E. Lee Moore
Ronald Tighe

UNITED PRESS RADIO
National Press Bldg.
Bryce Burke
Joan Marble
George J. Marder
Robert J. Serling
Eileen Shanahan
Larry Smith
Helen Thomas

WASHINGTON REPORTERS INC.
1397 National Press Bldg.
WAAB Worchester, Mass.; WEAN Providence, R. I.; WICC Bridgeport, Conn.; WMTW Portland, Me.; WNAC Boston, Mass.; WONS Hartford, Conn.; Yankee Network.
Francis W. Tully, Jr.
Irene Fox

WCBM BALTIMORE, MD.
225 W. Monument St.
Baltimore, Md.
Ian Ross MacFarlane
Louise Anne MacFarlane

WEAM ARLINGTON, VA.
2030 N. 16th St.
Arlington, Va.
Matthew Warren

WGAY SILVER SPRING, MD.
Ernest Tannen

WINS NEW YORK

WLW CINCINNATI, OHIO
1000 Connecticut Ave.
Gil W. Kingsbury

WOIC TELEVISION (CBS-MBS)
40th and Brandywine Sts.
John F. Hardesty

WPIK ALEXANDRIA, VA.
Virginia Theater Bldg.
Robert J. McBride
Charles (Brower) Parmer

WTAG WORCHESTER, MASS.
724 14th St.
Gilbert T. Hodges

WWDC WASHINGTON, D. C.
1000 Connecticut Ave.
Fred S. Hoffman
W. Norman Reed

WWJ DETROIT, MICH.
4218 Woodley Lane
James G. Crowley

ASSOCIATE MEMBERS

AMERICAN ASSN. OF RADIO ANALYSIS
470 W. 24th St., New York, N. Y.
Paul Shubert
Leland Stowe
John W. Vandercook

AMERICAN BROADCASTING CO.
30 Rockefeller Plaza, New York, N. Y.
Gorden J. Fraset
Pauline Fredrick
John T. Madigan
Thomas Vellota

THE ASSOCIATED BROADCASTERS INC.
Hotel Mark Hopkins, San Francisco, Calif.
Robert A. Hansen

CAPITOL BROADCASTING CO.
Harry (Red) Ryan

COLUMBIA BROADCASTING SYSTEM
485 Madison Ave., New York, N. Y.
Ned Calmer
Charles Collingwood
T. Wells Church
John Charles Daly, Jr.
Richard G. Hottelet
Quincy Howe
Larry Lesueur
Sig Mickelson
Edward R. Murrow
Lowell Thomas
Robert Trout
Jesse Zousmer

INDEPENDENT
470 W. 24th St., New York, N. Y.
George H. Combs, Jr.
Charles Hodges

KFH WICHITA, KANS.
George G. Cow

KGFW
Box 1564, Lincoln 1, Neb.
George Kline

KMBC KANSAS CITY, MO.
Erle H. Smith

KOIL OMAHA, NEB.
Theodore L. Haas

KRDO COLORADO SPRINGS, COLO.
Cecil Seavey

KRIC BEAUMONT, TEX.
Ralph K. Maddox

KSTP ST. PAUL, MINN.
Walt Raschick
John Verstraete

KUOA SILOAM SPRINGS, ARK.
Storm Whaley

KVOO TULSA 3, OKLA.
Ken Miller

LONG RADIO ENTERPRISES
Bay City, Tex.
Verne V. Trembley

STANDARD BROADCASTING CO.
J. Frank Burke

THE HARRIS COUNTY BROADCASTING CO.
Houston, Tex.
John R. Edmunds

MUTUAL BROADCASTING SYSTEM
1440 Broadway, New York, N. Y.
Cecil Brown
Milton Burgh
David E. Driscoll
Jack Paige
A. A. Schechter
William L. Shirer

NATIONAL BROADCASTING CO.
30 Rockefeller Plaza
New York, N. Y.
William M. Brooks
W. W. Chapman
Ann Gillis
Max Jordan
H. V. Kaltenborn
John MacVane
Francis McCall
J. O. Meyers
Cecar Saerchinger
Adolph J. Schneider
James Stevenson

RICHARDS RADIO STATION
5939 Sunset Blvd.
Los Angeles, Calif.
Clete Roberts

TRANSRADIO PRESS SERVICE INC.
Herbert Moore
Dixon Stewart

TRAVELERS BROADCASTING SERVICE
Tom Eaton
Andre Schenker

WANN
Box 749, Annapolis, Md.
Jane Day

WAPX MONTGOMERY, ALA.
Starr Smith

WARL ARLINGTON, VA.
David Connor

WBT CHARLOTTE, N. C.
Jack Knell

WCBM BALTIMORE, MD.
Helen Hall
Jerry Mares
Charles A. Roeder

WCFL CHICAGO
Hugh Douglas

WCON ATLANTA, GA.
Lockwood Doty

WDUZ GREEN BAY, WIS.
Robert C. Nelson

WEGO CONCORD, N. C.
Wayne M. Nelson

WFBM INDIANAPOLIS, IND.
E. Gilbert Forbes

WGN CHICAGO, ILL.
Robert F. Hurleigh

WHBF ROCK ISLAND, ILL.
Leslie C. Johnson

WHLI Hempstead, L. I., N. Y.
Clifford Evans

WHN NEW YORK
William S. Gailmor

WHO DES MOINES, IA.
John D. (Jack) Shelley

WIOU KOKOMO, IND.
William R. Cox

WJAS PITTSBURGH, PA.
Beckley Smith

WJR DETROIT
George W. Cushing

WLAC NASHVILLE, TENN.
Don M. Taylor

WLIB BROOKLYN, N. Y.
Estelle M. Sternberger

WLS CHICAGO
Erwin Lewis

WLW CINCINNATI, OHIO
Howard Chamberlain

WOW OMAHA, NEB.
Soren H. Munkof

WSSV PETERSBURG, VA.
Henry B. Kenny

WTSV WFPG WKNY STEUBENVILLE, OHIO
J. J. Laux

XUM

UNITED PRESS
THE WORLD ' S BEST COVERAGE OF THE WORLD ' S BIGGEST NEWS

BROADCAST STATIONS IDENTIFIED WITH NEWSPAPER OWNERSHIP

Revised to December 15, 1948; Copyright 1949 by Broadcasting Publications, Inc.

The following tabulation, showing newspaper ownership or affiliation of AM, FM and TV broadcast stations in the United States, Hawaii and Alaska, is based on information procured from the operating companies or from official sources. Minority interests are indicated where the information was available. In many instances stations and newspapers are owned by the same interests but operations are entirely separated.

ALABAMA

WPFS, Alexander City—Licensed to Piedmont Service Corp., affiliated with the *Alexander City Outlook*.

WHMA, WHMA-FM, Anniston—Licensed to Anniston Bcstg. Co. Harry M. Ayers, publisher of *Anniston Star*, principal stockholder.

WSGN, WSGN-FM, Birmingham—Licensed to the Birmingham News Co., publisher of *The Birmingham News* and *The Birmingham Age Herald;* 82⅓% of stock owned by estate of Victor H. Hanson, deceased. The Birmingham News Co. also owns all capital stock of *The Huntsville* (Ala.) *Times*.

WEBJ, Brewton—Licensed to William E. Brooks, who is publisher of the *Brewton Standard*.

WGNH, Gadsden—Licensed to General Newspapers, Inc.; Carmage Walls, president; Charles E. Marsh, chairman of the board. General Newspapers Inc. owns 2/3 interest Macon (Ga.) Telegraph Co.; the *Gadsden* (Ala.) *Times; The Tuscaloosa* (Ala.) *News;* The Spartanburg (S.C.) *Herald-Journal*, and the Cleveland (Tenn.) *Daily Banner;* and minority interest in the Orlando (Fla.) *Sentinel-Star*.

WHBS, WHBS-FM, Huntsville—Licensed to The Huntsville Times Co., Inc., publisher, *Huntsville Times*.

WABB, WABB-FM, Mobile—Licensed to The Mobile Press Register, Inc., publishers of the *Mobile Press Register*.

WSFA, WSFA-FM, Montgomery—Licensed to Montgomery Broadcasting Co., Inc.; one-fourth interest owned individually by R. F. Hudson, publisher of *Montgomery Advertiser*.

ARIZONA

KGAN, Kingman—Licensed to J. James Glancy, publisher of *Mohane County Miner*.

KYCA, Prescott—Licensed to the Southeastern Broadcasting Co. M. B. Hayes and Houston Harte, shareholders, have varied newspaper interests throughout the state.

KCNA, Tucson—Licensed to Catalina Broadcasting Co.; ownership affiliated with Tucson Newspapers Inc., printers of *Arizona Star* and *Daily Citizen*, Tucson; the State Publishing Co., publishers of the *Star*, and the Citizen Publishing Co., publishers of the *Citizen*.

KTUC, Tucson—Licensed to the Tucson Broadcasting Co.; 51% owned by Mrs. Burridge D. Butler, publisher *Prairie Farmer*, Chicago, and owner WLS Chicago, and KOY Phoenix.

ARKANSAS

KFSA, KFSA-FM, Fort Smith—Licensed to Donald W. Reynolds, owner of *Times Publishing Co.*, Okmulgee, Okla. (*Okmulgee Times Democrat* and *Okmulgee Times*), owner of Southwestern Publishing Co., Fort Smith (*Southwest Times Record*, Fort Smith *Times Record* and *Southwest American);* owner Enterprise Publishing Co., Bartlesville, Okla. *(Bartlesville Enterprise, Bartlesville Examiner)*.

KXAR, Hope—Licensed to the Hope Broadcasting Co.; Alex Washburn publisher *Hope Daily Star*, owns 40%.

KTHS, Hot Springs—Licensed to Radio Broadcasting Inc., chief owners identified with the Times Publishing Co., Inc., publishers of the Shreveport, La., *Times*, same ownership as Monroe (La.) *World* and *News-Star*.

KLRA, Little Rock—Licensed to Arkansas Broadcasting Co., 88.8% of stock owned by Gazette Publishing Co., publishers of *Arkansas Gazette*.

KCMC, KCMC-FM, Texarkana—Licensed to KCMC Inc.; 90% owned by Texarkana Newspapers Inc., publisher of *Texarkana Gazette* and *Texarkana News* and 10% owned equally by board of five directors.

CALIFORNIA

KONG (FM), Alameda—Licensed to Times Star Publishing Co., publishers *Alameda Times Star*.

KERN, KERN-FM, Bakersfield—Licensed to McClatchy Broadcasting Co.; same ownership as *Sacramento Bee, Fresno Bee, Modesto Bee* (McClatchy Newspapers).

KXO, El Centro—Licensed to Valradio Inc., 9/13 of which is owned by Imperial Valley Pub. Co., publisher of *El Centro Morning Post, Imperial Valley Press and Brawley Daily News*. 2/13 of Valradio, Inc. is owned by Mr. and Mrs. Harry Hovey and 2/13 by Mr. Doyle Osman.

KIEM, KRED (FM), Eureka—Licensed to Redwood Broadcasting Co. Inc., 20.8% of stock owned by Standard Printing Co., publisher of *Humboldt Standard;* 20% by Times Publishing Co., publisher of *Humboldt Times;* 50.3%, William B. Smullin.

KMJ, KMJ-FM, Fresno—Licensed to McClatchy Broadcasting Co.; same ownership as *Fresno Bee, Sacramento Bee, Modesto Bee* (McClatchy Newspapers).

KLAC, Hollywood—Licensed to KMTR Radio Corp., owned by Dorothy Thackrey, publisher *New York Post*.

KNGS, Hanford—Licensed to Hanford Publishing Co., publishers of the *Hanford Sentinel-Journal*.

KTTV (TV) Los Angeles—Licensed to KTTV Inc., 51% of which is owned by The Times Mirror Co., publisher of *The Los Angeles Times*, and 49% by CBS.

KBEE (FM), Modesto—Licensed to McClatchy Broadcasting Co. (See KERN, Fresno).

KDON, KDON-FM, Monterey—Licensed to Monterey Peninsular Broadcasting Co.; owned by Salinas Newspapers Inc., publisher of *Salinas Californian*. (Speidel Newspapers). See also WGNY, Newburgh, N.Y., and KFBC, Cheyenne, Wyo.

KROW, KROW-FM (CP), Oakland—Licensed to KROW Inc., owned by Sheldon F. Sackett, chief owner of KVAN, Vancouver, Wash., owner of KOOS, Coos Bay, Ore., and publisher and editor of the *Coos Bay Times*.

KDAN, Oroville—Licensed to the Oroville Mercury Bcstg. Co. Publisher of the *Mercury Register* and *Butte County News*, Oroville, principal owner.

KVNE, Oxnard—Licensed to Eva Miller Grimes, pres. of Oxnard Press Courier, Inc., publisher *Oxnard Press Courier*.

KRCC (FM), Richmond—Licensed to Contra Costa Broadcasting Co. Inc., 50.12% owned by Owens Publications Inc., publisher of *Richmond Independent*.

KSRO, Santa Rosa—Licensed to Ruth W. Finley, president, Press-Democrat Pub. Co., publisher of Santa Rosa *Republican* and *Press-Democrat*. Operated independently of newspapers.

KLX, KLX-FM, Oakland—Licensed to Tribune Building Co.; interlocking ownership with *Oakland Tribune*.

KOCS, KOCS-FM, Ontario—Licensed to Daily Report Co., same ownership as *Daily Report*, Ontario-Upland, Calif.

KFBK, KFBK-FM, Sacramento — Licensed to McClatchy Broadcasting Co.; same ownership as *Sacramento Bee, Fresno Bee, Modesto Bee* (McClatchy Newspapers).

KUSN, San Diego—Licensed to San Diego Bcstg. Co., 50% owned by Copley Press, publisher of Springfield (Ill.) *State Journal, San Diego Union* and San Diego *Tribune Sun*, Calif.

KBMT (FM), San Bernardino—Licensed to The Sun Co., publishers *San Bernardino Sun*. and *Telegram*.

KRON (FM), San Francisco—Licensed to Chronicle Publishing Co., publishers *San Francisco Chronicle*.

KYA, San Francisco—Licensed to Palo Alto Radio Station Inc., owned by Dorothy S. Thackrey, publisher, *New York Post*.

KTMS, Santa Barbara—Licensed to News-Press Publishing Co., publisher of *Santa Barbara News-Press* (T. M. Storke, publisher, owns 60% of common stock).

KSCO, Santa Cruz—Licensed to Radio Santa Cruz; Fred D. McPherson Jr., publisher of the *Daily Sentinel News*, is a partner.

KCOY, Santa Maria—Licensed to News-Press Pub. Co. (see KTMS, Santa Barbara).

KSJO, San Jose—Licensed to Patrick H. Peabody, publisher *Sunnyvale Standard; Los Altos News; Saratoga Observer; Campbell Press*.

KWG, Stockton—Licensed to McClatchy Broadcasting Co.; same ownership as *Sacramento Bee, Modesto Bee, Fresno Bee* (McClatchy Newspapers).

KSMO, KSMO-FM, San Mateo--Licensed to Amphlett Printing Co., publisher, San Mateo *Times & News Leader*.

KITM, San Rafael—Licensed to Marin Broadcasting Co. Roy A. Brown, owner, is publisher of *The Independent*, San Rafael.

KHUB, Watsonville—Licensed to Luther E. Gibson, editor and publisher of *Vallejo Chronicle-News* and *Times-Herald*.

COLORADO

KFKA, Greeley—Licensed to Midwestern Radio Corp.; same ownership (H. E. Green) as *The Record Stockman*, Denver, weekly.

KLMR, Lamar—Licensed to Southeast Colorado Broadcasting Co., Inc. Fred M. Betz, 1/7 owner, owns *Lamar Daily News*.

KCSJ, Pueblo—Licensed to the Star Broadcasting Co., Frank S. Hoag, Jr., president, owns 20% of the Star-Journal Pub. Corp., publisher, Pueblo *Chieftain* and *Star-Journal;* Frank S. Hoag, 1% owner of Star Broadcasting, is president and general manager of publishing firm.

CONNECTICUT

WTHT, WTHT-FM, Hartford—Licensed to the Hartford Times Inc., publisher of *Hartford Times;* 73.58% of stock owned by the Gannett Newspapers; see WENY, Elmira, N. Y.

WCNX, Middletown—Licensed to Middlesex Bcstg. Co. Richard J. O'Brien, pres., Elmer S. Hubbell, V.P. are associated with Middletown Press Pub. Co., publishers of *Middletown Daily Press*, which owns 50% of station.

WSTC, WSTC-FM, Stamford—Licensed to Western Connecticut Broadcasting Co., owned 51% by Kingsley Gillespie, publisher of *Stamford Advocate*.

WCLR, Torrington—Licensed to Litchfield County Radio Corp. Harbert L. Crapo, president of Litchfield Enquirer Publishing Co., is secretary.

WBRY, WBRY-FM, Waterbury — Licensed to the American-Republican Inc., publisher of *Waterbury Republican, Sunday Republican* and *Waterbury American*.

DELAWARE

WDEL, WDEL-FM, Wilmington—Licensed to WDEL Inc. Operated independently. J. Hale Steinman and John F. Steinman, owners, also own Lancaster (Pa.) Newspapers Inc.

WILM, WILM-FM, Wilmington -- Licensed to the Delaware Broadcasting Co. Alfred G. Hill, president, also is editor, publisher and lessor of *Chester* (Pa.) *Times*.

DISTRICT OF COLUMBIA

WMAL, WMAL-FM, WMAL-TV, Washington—Licensed to The Evening Star Broadcasting Co., subsidiary of *The Evening Star*.

WOL, WOL-FM, Washington—Licensed to Cowles Broadcasting Co. Gardner Cowles Jr., president, also publisher of *Look* magazine, president of Register & Tribune Co., publisher of *Des Moines Register* and *Tribune;* John A. Cowles, vice-president of Register & Tribune Co., also president of Minneapolis Star Journal and Tribune Co.

WTOP (also CP for FM)—Licensed to WTOP Inc. 55% owned by *The Washington Post*.

FLORIDA

WDNB, WDNB-FM, Daytona Beach—Licensed to the News-Journal Corp., publishers of the *Daily News* and *Journal*.

WFTL, WGOR-FM, Ft. Lauderdale—Licensed to the Gore Pub. Co., publishers of *Ft. Lauderdale News*.

WJHP, WJHP-FM, Jacksonville—Licensed to The Metropolis Co.; same ownership as *Jacksonville Journal*. (see WCOA, Pensacola.)

WIOD, WIOD-FM, Miami—Licensed to Isle of Dreams Broadcasting Corp., stock owned by Miami Daily News Inc.

WQAM, WQAM-FM, Miami—Licensed to Miami Broadcasting Co., owned by Miami Herald Publishing Co., publisher of *The Miami Herald* (Knight Newspapers).

WGBS, Miami—Licensed to Fort Industry Co. George B. Storer, president, is chairman of the board of Miami Beach Publ. Co., publisher of the *Morning Star* and *Evening Sun*. Fort Industry has 50% interest in newspapers.

WTMC, Ocala — Licensed to Ocala Broadcasting Co. Inc.; (see WCOA).

WHOO, WHOO-FM, Orlando—Licensed to Orlando Daily Newspapers, publishers of the *Orlando Morning Sentinel* and *Evening Star*.

WDLP, Panama City—Licensed to Panama City Bcstg. Co. and owned by publishers of *Panama City News-Herald*. (See WCOA).

WCOA, WCOA-FM, Pensacola—Licensed to Pensacola Broadcasting Co.; John H. Perry, 79% stockholder, is publisher of *Pensacola Journal News, Jacksonville Journal, Panama City* (Fla.) *News-Herald*. Mr. Perry is also president of Western Newspaper Union, a newspaper syndicate.

WTSP, WTSP-FM, St. Petersburg—Licensed to Pinellas Broadcasting Co., 53% of stock owned by Nelson Poynter, publisher of *St. Petersburg Times*.

WDAE, WDAE-FM, Tampa—Licensed to Tampa Times Co., publisher of *Tampa Daily Times*.

WFLA, WFLA-FM, Tampa—Licensed to The Tribune Co. J. S. Mims, publisher of *The Tampa Tribune*.

GEORGIA

WALB, Albany—Licensed to Herald Publishing Co., publisher of *Albany Herald*.

WDEC, Americus—Licensed to Americus Broadcasting Co. President is publisher of *Times Recorder*.

WGAU, Athens—Affiliated with the *Athens Banner-Herald*.

WAGA, WAGA-FM, WAGA-TV, Atlanta —see WGBS, Miami, Fla.

WCON, WCON-FM, Atlanta—Licensed to Constitution Publishing Co., publishers of the *Atlanta Constitution*.

WSB, WSB-FM, WSB-TV, Atlanta—Licensed to Atlanta Journal Co., publisher of *Atlanta Journal* (James M. Cox; see also WIOD, Miami, and WHIO, Dayton, O.)

WMGR, Bainbridge—Licensed to S. Marvin Griffin who is editor-publisher of the *Post Searchlight*.

WBHF, Cartersville—Licensed to W. R. Frier who is owner of the *Bartow Herald*.

WGBA, WGBA-FM, Columbus—Licensed to Georgia-Alabama Broadcasting Corp. Twenty percent interest each held by A. H. Chapman, president, M. R. Ashworth, publisher of the *Ledger* and *Enquirer;* Wyline Page Chapman; Annie Laurie Page Ashworth, and W. E. Page owners of stock in the Ledger-Enquirer Co.

WMOC, Covington—Licensed to the Covington News Co. Inc., publisher of the *Covington News*, a weekly.

WSGC, Elberton—Licensed to Elberton Broadcasting Co., owned by G. T. Christian, owner of the *Elberton Star*, semi-weekly newspaper.

WGGA, Gainesville—Licensed to Blue Ridge Broadcasting Co. Owned by Charles Smithall, publisher *Gainesville Daily Times*.

WKLY, Hartwell—Licensed to Louie L. Morris publisher of the *Hartwell Sun*.

WLAG, WLAG-FM, La Grange—Licensed to La Grange Broadcasting Co.; 33 1/3% of stock owned by Roy C. Swank, publisher of *La Grange News*.

WNEX, WNEX-FM, Macon—Licensed to Macon Broadcasting Co.; 16% held by the Telegraph Publishing Co., publishers of the *Telegraph*, the *News* and the *Telegraph-News*, Macon.

WMVG, Milledgeville—Licensed to Jere N. Moore, editor, *Union Recorder*, a weekly.

WCOH, WCOH-FM, Newnan—Licensed to the Newnan Broadcasting Co., 2/3 owned by co-owners of *Newnan Times* and *Newnan Herald*.

WROM, Rome—Licensed to Coosa Valley Radio Corp. General manager is owner of *Floyd County Herald*.

WLAQ, WLAQ-FM, Rome—Licensed to the News Publishing Co., publishers of the Rome *News-Tribune*.

WSFT, Thomaston—Licensed to the Thomaston Broadcasting Co. J. B. Hardy, S. J. Carswell, co-owners, *Thomaston Times*, are officers of station.

WAYX, Waycross—Licensed to Jack Williams, publisher, *Waycross Journal-Herald*.

WRQN, Vidalia—Licensed to Vidalia Broadcasting Co., 1/4 owned by R. E. Ladford, owner publisher *Vidalia Advance*, weekly.

IDAHO

KBIO, Burley—Licensed to Jessica Longston, major stockholder in Mist Pub. Co., St. Helens, Ore., publisher of St. Helens *Sentinel-Mist* and Burley *Bulletin* and *Herald*.

KCID, Caldwell—Licensed to Caldwell Bcstg. Co. Inc. Station stock is 50% owned individually by stockholders of Caldwell News-Tribune Inc., publisher of Caldwell *News-Tribune*.

KVNI, Coeur d'Alene — Licensed to Coeur d'Alene Broadcasting Co., 40% owned by Burl C. Hagadone, president-publisher, Coeur d'Alene *Press*, and 10% by Scripps Newspapers Inc.

KIFI, Idaho Falls—Licensed to Eastern Idaho Bcstg. & Tele. Co. Owned 50% by the Post Co., publisher of Idaho Falls *Post-Register*.

ILLINOIS

WBNU-FM, Aurora—Licensed to the Copley Press, Inc., publishers of the *Aurora Beacon News*.

WJBC, WJBC-FM, Bloomington — Licensed to Bloomington Broadcasting Corp., owned by the Daily Pantagraph Co., publishers of the *Daily Pantagraph*.

WBYS, WBYS-FM Canton—Licensed to Fulton County Broadcasting Co., ownership affiliated with *Canton Daily Ledger*, *Booneville Daily News* and *Booneville Advertiser* (Mo.).

WDWS, WDWS-FM, Champaign—Licensed to The Champaign News-Gazette, Inc., publisher of *The News-Gazette*.

WAAF, WAAF-FM, Chicago—Licensed to Corn Belt Publishers Inc. (*Drovers Journal* division).

WGN, WGNB (FM), WGN-TV, Chicago—Licensed to WGN Inc., 100% subsidiary of the Chicago Tribune Co., publisher of the *Chicago Tribune*.

WIND, Chicago—Licensed to the Johnson-Kennedy Radio Corp., Knight Newspapers own 42% (*Chicago Daily News*, *Detroit Free Press*, *Akron Beacon Journal*, etc.).

WJJD, WFMF (FM), Chicago—Licensed to WJJD, Inc., owned by Field Enterprises Inc., controlled by Marshall Field, publisher, *Chicago Sun-Times*.

WLS, Chicago—Licensed to Agricultural Broadcasting Co.; 100% of stock owned by Prairie Farmer Publishing Co., publisher of *The Prairie Farmer*, bi-weekly.

WDAN, Danville—Licensed to Northwestern Publishing Co., publisher of *Danville Commercial-News* (Gannett Newspaper); see WENY, Elmira, N. Y.

WGNN, Elgin—Licensed to the Copley Press, publishers of the *Aurora* (Ill.) *Beacon News*.

WCRA, Effingham—Licensed to the Effingham Bcstg. Co. Some stockholders also hold stock in *Effingham Daily News*.

WSOY, WSOY-FM, Decatur—Licensed to Commodore Broadcasting Inc., 100% of stock owned by Decatur Newspapers Inc., publisher of *Decatur Herald and Review;* same ownership as *Champaign-Urbana* (Ill.) *Evening Courier*.

WFJS (FM), Freeport—Licensed to Freeport Journal Standard Publishing Co., publishers *Journal-Standard*.

WGIL, Galesburg—Licensed to Galesburg Broadcasting Co.; 60 out of 100 shares of issued stock owned by executives of Galesburg Printing & Publishing Co.

WKAN, WKIL (FM), Kankakee—Licensed to the Kankakee Daily Journal Co., publisher, *Kankakee Daily Journal*.

WLPO, La Salle—Licensed to La Salle County Broadcasting Co.; one owner is also publisher of the *Daily Times*, Pekin Ill.

WMBD, WMBD-FM, Peoria—Licensed to Peoria Broadcasting Co., owned 49% by Edgar L. Bill; 8.6% by Carl P. Slane, president-publisher Peoria Journal-Transcript Inc.; 21.2% by Frances P. Slane and 21.2% by Elizabeth P. Talbott, interested in same publishing firm.

WGEM, Quincy—Licensed to Quincy Bcstg. Co., controlled by Quincy Newspapers, Inc.

WTAD, WTAD-FM, Quincy—Licensed to Lee Broadcasting Inc., affiliated with ownership of KGLO, Mason City, Ia., Lee P. Loomis, president, also publisher of Mason City (Ia.) *Globe-Gazette*, a Lee Syndicate newspaper.

WQDI (FM), Quincy — Licensed to Quincy Newspapers Inc., publishers of the *Quincy Herald-Whig*.

WROK, WROK-FM, Rockford—Licensed to Rockford Broadcasters Inc. 100% of stock owned by Rockford Consolidated Newspapers Inc., publishers of *Rockford Morning Star* and *Rockford Register Republic*.

WHBF, WHBF-FM, Rock Island—Licensed to Rock Island Broadcasting Co.; controlling stockholders, officers and directors own all stock of The J. W. Potter Co., publisher of *Rock Island Argus*.

WCVS, WCVS-FM, Springfield — Licensed to WCVS Inc., 49% of stock owned by Copley Press Inc., publisher of the *Springfield Illinois State Journal and Register*, 1% owned by A. W. Shipton, general manager of newspaper.

WKRS (FM), Waukegan—Licensed to the Keystone Printing Service Inc., publishers of the *Waukegan News-Sun*.

INDIANA

WFMU (FM), Crawfordsville—License pending. Affiliated with *Crawfordsville Journal Review*.

WCNB (FM), Connersville—Licensed to News Examiner Co., publishers *Connersville News-Examiner*.

WTRC, WTRC-FM, Elkhart—Licensed to the Truth Publishing Co. Inc., publisher of *Elkhart Daily Truth*.

WGL, Ft. Wayne—Licensed to News Publishing Co., publishers of the *News Sentinel*.

WKJG, WKJG-FM, Fort Wayne—Lilicensed to Northeastern Indiana Bcstg. Co. W. A. Kunkel Jr., principal owner, is president of the Journal-Gazette Co., publisher of Fort Wayne *Journal-Gazette*.

WIBC, WIBC-FM, Indianapolis—Licensed to Indiana Broadcasting Corp., owned by *The Indianapolis News*.

WVNA (FM), Indianapolis—Licensed to Scripps-Howard Radio Inc., same ownership Scripps-Howard Newspapers, Inc.

WIRE, WIRE-FM, Indianapolis — Licensed to Indianapolis Broadcasting Inc. 100% of stock owned by Central Newspapers Inc., publisher of *The Indianapolis Star*, E. C. Pulliam, president.

WSBT, WSBF (FM), South Bend—Licensed to the *South Bend Tribune*.

WMRI (FM), Marion—Licensed to Chronicle Publishing Co., Inc., publishers of the *Leader-Tribune* and the *Chronicle*.

WCTW (FM), New Castle—Licensed to Courier-Times Inc., publishers of the *New Castle Courier-Times*.

WSRK (FM), Shelbyville—Licensed to Shelbyville Radio Inc. Station affiliated with *Shelbyville News*.

WAOV, Vincennes—Licensed to Vincennes Sun Co., publisher of *Vincennes Sun-Commercial* (same ownership as WIRE, Indianapolis).

WFML (FM), Washington—Licensed to Washington Radio Inc., majority interest held by owner of *Washington* (Ind.) *Star*.

WRSW (FM), Warsaw—Licensed to Warsaw Times-Union Newspapers, publishers *Warsaw Times & Union*.

IOWA

KBUR, KBUR-FM, Burlington — Licensed to Burlington Broadcasting Co.; 25% of stock owned by controlling interests in the *Burlington Hawk-Eye Gazette*.

KCRG, KCRK (FM), Cedar Rapids—Licensed to the Gazette Co., publishers of the *Cedar Rapids Gazette*.

KFMX (FM), Council Bluffs—Licensed to the Nonpareil Broadcasting Co., affiliated with the New Nonpareil Co., publishers of the *Council Bluffs Nonpareil*.

KDEC, Decorah—Licensed to *Telegraph-Herald*, Dubuque, Ia.

KCBC, Des Moines—Licensed to Majestic Bcstg. Co., ½ owners of Plain Talk Pub. Co., publishers of *Plain Talk*, weekly Iowa newspaper.

KRNT, KRNT-FM, Des Moines—Licensed to Cowles Broadcasting Co., subsidiary of the Register & Tribune Co., publisher of *Des Moines Register* and *Des Moines Tribune;* also publisher of *Minneapolis Star-Journal* and *Look* magazine.

KSO, Des Moines—Licensed to Murphy Broadcasting Co., Kingsley H. Murphy, newspaper executive, president.

KDTH, KDTH-FM, Dubuque—Licensed to *Dubuque Telegraph-Herald*.

KFJB, Marshalltown—Licensed to and owned by the Times Republican Printing Co., publishers of the *Times Republican*, Marshalltown.

KGLO, KGLO-FM, Mason City — Licensed to Lee Radio Inc., affiliated with ownership of WTAD, Quincy, Ill. Lee P. Loomis, president, also publisher of Mason City *Globe-Gazette*, a Lee Syndicate newspaper.

KSCJ, KSCJ-FM, Sioux City—Licensed to the Perkins Brothers Co. William R. Perkins, 26% owner, also president-publisher of the Journal-Tribune Pub. Co., publisher of *Journal* and *Journal-Tribune*.

KTRI, Sioux City—Licensed to Sioux City Broadcasting Co.; 50% owned by Dietrich Dirks; 25.2% by Eugene H. Kelly; 12.4% each by John C. Kelly and Eugene F. Kelly, latter three identified with ownership of *Sioux City Journal-Tribune*.

KJFJ, Webster City—Licensed to Land-O-Corn Bcstg. Co., owners affiliated with *Freeman Journal*.

KANSAS

KSOK, Arkansas City—Licensed to KSOK, Inc., subsidiary of the Traveler Pub. Co., publisher of Arkansas City *Daily Traveler*.

KGGF, Coffeyville—Licensed to The Midwest Bcstg. Co. Inc. Ownership affiliated with *Coffeyville Daily Journal*.

KGNO, Dodge City—Licensed to Dodge City Broadcasting Co. Inc.; 94% of stock owned by J. C. Denious, president, The Globe Publishing Co.

KTSW, Emporia—Licensed to The Emporia Broadcasting Co. Inc., majority stockholders also own Telegram Publishing Co., publishers *Garden City Telegram*.

KIUL, Garden City—Licensed to the Telegram Publishing Co., publishers of the *Garden City Telegram*.

KVGB, Great Bend—Licensed to KVGB Inc., ownership affilated with the *Tribune*, Great Bend.

KIMV (FM), Hutchinson—Licensed to Hutchinson Publishing Co., publishers of *Hutchinson News-Herald*.

KCKN, KCKN-FM, Kansas City — Licensed to The KCKN Broadcasting Co,. controlled by Capper Publications Inc., publisher of *Kansas City Kansan* and *Topeka Daily Capital*.

KIND, Independence—Licensed to Central Broadcasting Inc., 20% owned by Herbert Meyer, business manager, *Independence Daily Reporter*.

KSBM, Manhattan—Licensed to Manhattan Bcstg. Co., ownership identified with *Hastings* (Kan.) *Daily Tribune*, *Coffeyville Daily Journal* and *Manhattan Mercury-Chronicle*.

KSEK, Pittsburg—Licensed to the Pittsburg Publishing Co., publishers of the *Pittsburg Headlight* and *Pittsburg Sun*.

KSAL, Salina—Licensed to KSAL, Inc. Stock owned by Salina Journal, Inc., Hutchinson Publishing Co., publisher of the *News Herald*, R. J. Laubengayer, president of KSAL, Inc., and Salina Journal, Inc. Laubengayer also owns interest in *Hays Daily News*, all of Kansas.

WIBW, WIBW-FM, Topeka—Licensed to Topeka Broadcasting Assn., Inc., controlled by Capper Publications Inc., publisher of *Topeka Daily Capital* (see KCKN, Kansas City).

KFBI, Wichita—Licensed to KFBI Inc., owned in part by R. J. Laubengayer. (See KSAL, Salina.)

KFH, KFH-FM, Wichita—Licensed to Radio Station KFH Co.; 51% of stock owned by Wichita Eagle Inc., publisher of the *Wichita Eagle*.

KWBB (FM), Wichita—Licensed to Wichita Beacon Broadcasting Co,. affiliated with Beacon Publishing Co., publishers *Wichita Beacon*.

KENTUCKY

WKCT, Bowling Green—Licensed to the News Publishing Co., publishers of the *Park City Daily News*, Bowling Green.

WCTT, Corbin—Licensed to Corbin Times-Tribune Inc., publisher Corbin *Tribune* and *Times* and 50% owner of *Harlan* (Ky.) *Enterprise*.

WHAS, WHAS-FM, Louisville—Licensed to WHAS Inc., subsidiary of Courier-Journal & Louisville Times Co., publishers of *Louisville Courier Journal & Louisville Times*.

WKTM, Mayfield—Licensed to the Mayfield Broadcasting Co. F. O. Evans, publisher of the *Daily Messenger*, Mayfield, is president of station.

WMIK, Middlesboro—Licensed to Cumberland Gap Broadcasting Co., some stockholders also own stock in *Middlesboro Daily News*.

WOMI, WOMI-FM, Owensboro — Licensed to Owensboro Broadcasting Co., stock owned by three stockholders of Owensboro Publishing Co., publisher of *Owensboro Messenger and Inquirer*.

WKYB, WKYC (FM), Paducah—Licensed to Paducah Newspapers Inc., publishers *Paducah Sun-Democrat*.

WLSI, Pikesville—Licensed to Cumberland Pub. Co., publisher of *Pikesville County News*.

WVLK, Versailles—Licensed to Bluegrass Broadcasting Co., subsidiary of Scripps-Howard Radio Inc.

LOUISIANA

WJBO, WBRL (FM), Baton Rouge—Licensed to Baton Rouge Broadcasting Co. Inc.; same ownership as *Baton Rouge Advocate* and *Baton Rouge State Times;* Charles P. Manship, president.

KSIG, Crowley—Licensed to the Acadia Broadcasting Co. Owner is publisher *Crowley Daily Signal*.

KVOL, KVOL-FM, Lafayette—Licensed to Evangeline Broadcasting Co. Inc.; 50% of stock owned by G. H. Thomas, Lafayette; 50% owned by *Lafayette* (La.) *Advertiser-Gazette*.

WTPS, WTPS-FM, New Orleans—Licensed to Times Picayune Publishing Co., publishers *Times Picayune* and *New Orleans States*.

KRUS, Ruston—Licensed to Ruston Broadcasting Corp. C. E. Faulk, owner, is also publisher *Ruston Leader*.

KWKH, KWKH-FM, Shreveport—Licensed to International Broadcasting Corp.; 100% of stock owned by Times Publishing Co. Ltd., publisher of *Shreveport Times;* same ownership as *Monroe* (La.) *World* and *News-Star*. (See also KTHS, Hot Springs, Ark.)

MAINE

WGUY, WGUY-FM, Bangor—Licensed to the Guy Gannett Bcstg. Services, owned by Guy Gannett. Publisher, owner of *Portland Sunday Telegram*, *Portland Press Herald* and *Portland Express; Augusta Kennebec Journal* and *Waterville Sentinel*.

WCOU, WCOU-FM, Lewiston—Licensed to Twin City Broadcasting Co. Inc. Stockholders are Faust Couture, pres. & treas.; Valdor Couture, sec. Coutures own Le Messager Pub. Co., publisher of *Le Messager*, French-language daily.

WGAN, WGAN-FM, Portland—Licensed to Guy Gannett Broadcasting Services; 495 out of 500 shares owned by Guy P. Gannett, publisher; publisher of *Portland Sunday Telegram*, *Portland Press Herald* and *Portland Express; Augusta Kennebec Journal* and *Waterville Sentinel*.

MARYLAND

WBAL, Baltimore—Licensed to Hearst Radio Inc.; affiliated with *Baltimore News-Post* and *American*.

WMAR, WMAR-TV, Baltimore—Licensed to the A. S. Abell Co., owners Sunpapers. (*Baltimore Sun*).

WARK, Hagerstown—Licensed to Antietam Broadcasting Co. R. J. Funkhouser, owner, is publisher *Jefferson-Republican*.

WESL, Preston—Issued to Eastern Shore Bcstg. Co., 34% owned by Max Chambers, publisher of Preston *News*, a weekly.

MASSACHUSETTS

WCOP, WCOP-FM, Boston—Licensed to Massachusetts Broadcasting Corp., subsidiary of Register-Tribune Co. of Des Moines (see KRNT, Des Moines).

WHDH, WHDH-FM, Boston—Licensed to Matheson Radio Co., owned by Boston Herald-Traveler Corp., publisher Boston *Herald* and *Traveler*.

WBET, WBET-FM, Brockton—Licensed to Enterprise Pub. Co., publisher, Brockton *Enterprise & Times*.

WSAR, WSAR-FM, Fall River—Licensed to Fall River Broadcasting Co., affiliated with Fall River Herald News Publishing Co.

WHAV, WHAV-FM, Haverhill—Licensed to the Haverhill Gazette Co., publishers of the *Haverhill Gazette*.

WHYN, WHYN-FM, Holyoke—Licensed to Hampden Hampshire Corp.; all stock of station owned by owners of *Holyoke Transcript-Telegram* and *Daily Hampshire Gazette*, Northampton (Mass.).

WLAW, WLAW-FM, Lawrence—Licensed to Hildreth & Rogers Co.; I. E. Rogers is publisher *Lawrence Eagle Tribune*.

(Continued)

XUM

(Continued)

WNBH, WFMR (FM), New Bedford—Licensed to Bristol Broadcasting Co. Inc., subsidiary of E. Anthony & Sons Inc., publisher of *New Bedford Standard-Times* and *Hyannis* (Mass.) *Cape Cod Standard-Times.*

WBEC, WBEC-FM, Pittsfield—Licensed to Western Mass. Broadcasting Co. Principals are Donald B. Miller, president-publisher, Eagle Pub. Co., publisher of the Pittsfield *Berkshire Eagle;* his brother, Lawrence K. Miller, editor, vice preident and assistant treasurer of publishing firm.

WOCB (CP for FM also), West Yarmouth—Licensed to Bristol Broadcasting Co. Inc., subsidiary of E. Anthony & Sons Inc., publisher of *New Bedford Standard-Times* and *Hyannis* (Mass.) *Cape Cod Standard-Times.*

WTAG, WTAG-FM, Worcester—Licensed to WTAG Inc., affiliated with Worcester Telegram Publishing Co. Inc., publisher of *Worcester Telegram & The Evening Gazette.*

MICHIGAN

WELL, WELL-FM, Battle Creek—Licensed to Federated Publications Inc., publisher of *Battle Creek Enquirer & News, Grand Rapids Herald* and *Lansing State Journal.*

WHFB, WHFB-FM, Benton Harbor—Licensed to Palladium Pub. Co., publisher of Benton Harbor *News-Palladium,* St. Joseph (Mich.) *Herald-Press.*

WJLB, WJLB-FM, Detroit—Licensed to Booth Radio Stations Inc. Mr. J. L. Booth personally owns stock in Booth Newspapers Inc. (*Grand Rapids Press, Flint Journal, Muskegon Chronicle, Kalamazoo Gazette, Saginaw News, Bay City Times, Jackson Citizen-Patriot, Ann Arbor News.*) Mr. Booth is not active in operation of the newspapers.

WJBK, WJBK-FM, WTVO (TV), Detroit—See WGBS, Miami, Fla.

WWJ, WWJ-FM, Detroit—Licensed to Evening News Association, publishers of the *Detroit News.*

WMIQ, Dickinson—Licensed to the Iron Mountain-Kingsford Bcstg. Co. Publishers of *Iron Mountain News* own stock in radio station.

WDBC, Escanaba—Licensed to Delta Broadcasting Co.; owners publish *Escanaba Daily Press.*

WBBC, WBBC-FM, Flint—Licensed to Booth Radio Stations Inc. J. L. Booth, owner, personally has stock in Booth Newspapers Inc. (See WJLB).

WAJL, Flint—Licensed to Advertisers Press Inc., publishers of *Flint News Advertiser.*

WHDF, Houghton—Licensed to Upper Michigan Broadcasting Co.; affiliated with *Houghton Daily Mining Gazette,* 40% of radio stock owned by John W. Rice, publisher.

WDMJ, Marquette—Licensed to Lake Superior Broadcasting Co.; majority owned by the Mining Journal Co., Ltd., publisher *Marquette Mining Journal.*

WMDN Midland—Licensed to Rich Publishing House, Inc. publishers of The *Midland Daily News.*

WMLN (FM), Mt. Clemens—Licensed to Macomb Publishing Co., publishers of the Mt. Clemens Monitor Leader.

WOAP, WOAP-FM, Owosso—Licensed to the Argus Press Co., publishers of the *Argus Press,* Owosso.

WTTH, WTTH-FM, Port Huron—Licensed to the Times-Herald Co., publishers of the *Port Huron Times-Herald.*

WJJW (FM), Wyandotte—Licensed to the Wyandotte News Co., publishers *Wyandotte News Herald.*

MINNESOTA

KATE, Albert Lea—Licensed to Albert Lea-Austin Broadcasting Corp.; 49% owned by E. L. Hayek, president of Trades Publishing Co., Albert Lea, publisher of *Northwestern Jeweler.*

WDSM, Duluth—Licensed to Risdon, Inc., interests in *Duluth Herald-News Tribune.*

WEBC, WDUL (FM), Duluth—Licensed to Head of the Lakes Broadcasting Co.; 32% of stock owned by Evening Telegram Co., Superior, Wis., publisher of *Superior Telegram;* 32% by Northwest Paper Co., 20% by Morgan Murphy, president of Evening Telegram Co.; 10% by W. C. Bridges, manager of WEBC. Mr. Murphy is also interested in the *Manitowoc* (Wis.) *Herald-Times, Chippewa Falls* (Wis.) *Herald-Telegram, Two Rivers* (Wis.) *Reporter, Lafayette* (La.) *Advertiser.*

WEVE, Eveleth—Licensed to WDSM, Superior, Wis., and owned 5% by Risdon Inc., subsidiary of Ridder Brothers, newspaper-radio interests.

WMFG, Hibbing—Licensed to Head of the Lakes Bcstg. Co., see WEBC, Duluth.

WTCN, WTCN-FM, WTCN-TV, Minneapolis—Licensed to Minnesota Broadcasting Corp.; 50% of stock owned by Northwest Publications Co., publisher of the *St. Paul Dispatch* and *St. Paul Pioneer Press;* 50% of stock owned by Minnesota Tribune Co.

KFAM, KFAM-FM, St. Cloud—Licensed to Times Publishing Co., publisher of *St. Cloud Daily Times.*

WHLB, Virginia—Licensed to Head of the Lakes Broadcasting Co.; see WEBC, Duluth.

KWNO, KWNO-FM, Winona—Licensed to Winona Radio Service; a partnership comprising M. H. White, publisher of the *Winona Republican-Herald* and H. R. Wrecking, assistant public relations director of The Great Northern Railroad.

MISSISSIPPI

WROX, (also FM cond. grant), Clarksdate—Licensed to Birney Imes Jr., publisher of *Columbus* (Miss.) *Dispatch* and administrator estate of Birney Imes Sr.

WJCU, Columbus—Licensed to and 10% owned by Lester Williams who has 49% interest in Columbia Publishing Co., and an equal interest in the Picayune Publishing Co., and is owner of the *Tylertown Times.*

WCBI, Columbus—Licensed to Birney Imes Jr., owner publisher of the *Commercial Dispatch.*

WCMA, Corinth—Licensed to the Corinth Broadcasting Co. of which Aaron B. Robinson, publisher of the *Daily Corinthian,* is V.P. and general manager.

WCOC, Meridian—Licensed to Mississippi Broadcasting Co. Inc.; 100% of stock owned by R. S. Gavin and D. W. Gavin, owners of *Clarke County Tribune,* Quitman, Miss. (weekly).

WMOX (WMOX-FM), Meridian—Licensed to Birney Imes Jr. (see WROX Clarksdale).

WELO Tupelo—Licensed to Tupelo Broadcasting Co. President, Birney Imes Jr. (See WROX).

WQBC, Vicksburg—Licensed to Delta Broadcasting Co. Inc. Affiliated with *Vicksburg Morning Herald* and *Vicksburg Evening Post.*

MISSOURI

KFRU, Columbia—Licensed to KFRU Inc.; part owned by H. J. Walters Jr., publisher of *Columbia Tribune.*

KHMO, Hannibal—Licensed to Courier-Post Publishing Co., publisher of *Hannibal Courier-Post* (Lee Syndicate newspaper).

KIMO Independence—Licensed to the Blue Valley Co. One partner is owner *Daily News* and *Pictorial Shopper.*

KWOS, KWOS-FM, Jefferson City—Licensed to the Capital Broadcasting Co. R. C. Goshorn, president, is also president of the News Tribune Co., publishers of the *News* and *Tribune* Jefferson City.

WMBH, WMBH-FM, Joplin—Licensed to Joplin Broadcasting Co. Joplin Globe Publishing Co., publisher of *Joplin Globe* and *Joplin News-Herald* owns 4/7 of stock.

WDAF, Kansas City—Licensed to The Kansas City Star Co., publisher of *The Kansas City Star.*

KCKN, Kansas City—Licensed to the KCKN Broadcasting Co. Owned by Capper Publications, publishers of the *Kansas City Kansan* and the *Topeka Daily Capital.*

KBOA, KROA-FM Kennett—Licensed to the Kennett Broadcasting Co. General manager, Paul C. Jones, is ⅓ owner *Dunklin Democrat.*

KWOC, KWOC-FM, Poplar Bluff—Licensed to A. L. McCarthy & J. H. Wolpers, Mr. Wolpers is publisher of Poplar Bluff *Daily American Republic.*

KGBX, Springfield—Licensed to Springfield Broadcasting Co.; Owned 99% by Springfield Newspapers Inc.

KFEQ, KFEQ-FM, St. Joseph—Licensed to KFEQ Inc. 42.8% of stock owned by the News Corp., publisher of the *St. Joseph News-Press* and *St. Joseph Gazette.*

KSD, KSD-FM, KSD-TV, St. Louis—Licensed to Pultizer Publishing Co., publisher of *St. Louis Post-Pispatch.*

KXOK, KXOK-FM, St. Louis—Licensed to Star-Times Publishing Co., publisher of *St. Louis Star-Times.*

KWGD-FM, (TV app.) St. Louis—Licensed to the Globe Democrat Publishing Co., publishers of the *St. Louis Globe Democrat.*

MONTANA

KMON, Great Falls—Licensed to the Merchant Farmer Broadcasting Co., owned by *Montana Farmer Stockman,* monthly journal, and *Great Falls Tribune.*

KRJF, Miles City—Licensed to Star Printing Co., publisher of the *Miles City Star.*

NEBRASKA

KHAS, Hastings—Licensed to Nebraska Broadcasting Co.; majority owned by *Hastings Daily Tribune.*

KFAB, KFAB-FM, Lincoln—Licensed to KFAB Broadcasting Co., 50% of stock owned by Sidles Co., Lincoln; 25% of stock owned by Lincoln *Nebraska State Journal;* 25% of stock owned by *Lincoln Star.*

WJAG, Norfolk—Licensed to the *Norfolk Daily News.*

KOWH, KOAD (FM), Omaha—Licensed to World Publishing Co., publisher of *Omaha World-Herald.*

NEVADA

KERS Elko—Licensed to Elko Broadcasting Co. Chris H. Sherrin, 50% owner Elko *Daily Free Pree* is president and 17.86% owner of station.

KOH, Reno—Licensed to McClatchy Broadcasting Co. of Nevada. Same ownership as *Sacramento Bee, Fresno Bee, Modesto Bee,* all in California (McClatchy Newspapers).

KWRN, KWRN-FM, Reno—Licensed to Reno Newspapers Inc., publishers of *The Reno Gazette* and *Nevada State Journal,* and affiliated with Speidel Newspaper interests.

NEW HAMPSHIRE

WLOB, WLOB-FM, Claremont—Licensed to the Claremont Eagle Inc., publisher of the *Claremont Eagle.*

NEW JERSEY

WJLK (FM), Asbury Park—Licensed to Asbury Park Press, Inc., publishers *Asbury Park Press.*

WBAB, WBAB-FM, Atlantic City—Licensed to Press Union Publishing Co. Inc., publisher of *Atlantic City Press* and *Atlantic City Evening Union.*

WHOM, Jersey City—Licensed to Il Progresso Pub. Co.

WDHN (FM), New Brunswick—Licensed to Home News Pub. Co. publishers of the *New Brunswick Home News* and *Sunday Times.*

WJNR, Newark—Licensed to Newark Evening News Co., publisher of *Newark News.*

WWDX (FM), Paterson—Licensed to Passaic Daily News, publishers of the *Passaic Herald-News.*

WPAT, Paterson—Licensed to No. Jersey Broadcasting Co. 90% owned by *Passaic Daily News.*

WTOA (FM) Trenton—Licensed to the Mercer Broadcasting Co. Owned by Trenton Times Newspapers.

NEW MEXICO

KOB, Albuquerque—Licensed to Albuquerque Broadcasting Co.; 100% of stock owned by T. M. Pepperday, president, Albuquerque Publishing Co., publisher of *Albuquerque Journal.*

KAVE, Carlsbad—Licensed to Carlsbad Broadcasting Corp., Val Lawrence, president, owns 52.6% of common stock and is vice-president of *El Paso* (Tex.) *Times.*

KSIL, Silver City—Licensed to Dorrance D. Roderick, publisher, *El Paso Times.*

NEW YORK

WABY, Albany—Licensed to Adirondack Broadcasting Co. Inc.; 67½% of stock owned by the Press Co. Inc., publisher of the *Knickerbocker News* (Gannett Newspaper; see WENY, Elmira, N. Y.).

WMBO, (grant of FM also), Auburn—Licensed to Auburn Publishing Co., publisher of *Auburn Citizen-Advertiser.*

WBYN, Brooklyn—Licensed to WBYN-Brooklyn Inc., owned by Evening News Publishing Co.

WLIB, Brooklyn—Licensed to WLIB Inc. Owned by Theodoro Corp., Dorothy S. Thackrey, publisher of the *New York Post,* is chairman of the board.

WBEN, WBEN-FM, WBEN-TV, Buffalo—Licensed to WBEN, Inc.; stock owned by same ownership as *Buffalo Evening News.*

WEBR, WEBR-FM, Buffalo—Licensed to WEBR Inc. 75% of stock owned by *Buffalo Courier-Express.*

WFSS (FM), Coram, L. I.—Licensed to Suffolk Broadcasting Co., affiliated with 10 Long Island newspapers.

WKNP (FM), Corning—Licensed to The Corning Leader Inc., publishers of the *Corning Leader.*

WELM, Elmira—Licensed to Corning Leader Inc., publisher of *Corning* (N.Y.) *Leader.*

WENY, WENY-FM, Elmira—Licensed to Elmira Star-Gazette Inc., publisher of *Elmira Star-Gazette, Elmira Advertiser* and *The Sunday Telegram,* affiliated with Frank E. Gannett Newspapers: *Rochester Times-Union* and *Democrat & Chronicle, Albany Knickerbocker News, Utica Observer-Dispatch* and *Press, Newburgh News, Beacon News, Ithaca Journal, Olean Times-Herald* (minority), *Ogdensburg Journal, Malone Telegram, Saratoga Springs Saratogian, Massena Observer* and *Binghamton Press* all in New York State; *Hartford* (Conn.) *Times, Plainfield* (N. J.) *Courier-News, Danville* (Ill.) *Commercial News.*

WENE, WENE-FM, Endicott—Licensed to Empire Newspapers-Radio Inc., publishers *Endicott Bulletin.*

WGLN, Glens Falls—Licensed to Glens Falls Publicity Corp., owned 50% by Glens Falls Post Co. publisher Glens Falls *Post-Star* and *Times.*

WUSJ (FM), Lockport—Licensed to Lockport Union Sun and Journal Co., publishers of the Lockport *Union Sun & Journal.*

WMSA, Massena—Licensed to the Brockway Co., owned and operated by the *Watertown* (N. Y.) *Times* (See WWNY, Watertown).

WGNY, Newburgh—Licensed to WGNY Broadcasting Co. Inc. Stockholders are publishers of *Poughkeepsie* (N. Y.) *New Yorker; Iowa City* (Ia.) *Press-Citizen; Chillicothe* (O.) *Ohioan; Fort Collins* (Colo.) *Express-Courier; Cheyenne* (Wyo.) *State Tribune and Wyoming Eagle; Salinas* (Cal.) *Californian; Reno Gazette; Nevada State Journal and Wyoming Stockman-Farmer.* (See also KDON Monterey, Cal., KFBC Cheyenne, Wyo. and WKIP Poughkeepsie, N. Y., WHVA-FM, Poughkeepsie, N. Y.)

WEVD, New York—Licensed to Debs Memorial Radio Fund Inc.; among cooperative backers are directors of the *Jewish Daily Forward;* the newspaper company itself has no interest or control.

WLIB, New York—Licensed to WLIB Inc. Owner, Dorothy Thackrey, is publisher *New York Post.*

WOV, New York—Licensed to Wodaam Corp.; Richard E. O'Dea, minority stockholder, is director and stockholder of the *Paterson Morning Call.*

WQXR, WQXR-FM, New York—Licensed to the Interstate Broadcasting Co., subsidiary of the New York Times Co.

WHLD, WHLD-FM, Niagara Falls—Licensed to Niagara Falls Gazette Publishing Co., publisher of *Niagara Falls Gazette.*

WHDL, (CP for FM), Olean—Licensed to WHDL, Inc., 100% of stock owned by Olean Times-Herald Corp., publisher of *Olean Times-Herald.*

WDOS, WDOS-FM, Oneonta—Licensed to Oneonta Star Inc., publishers of the *Star* and the *Herald,* Oneonta.

WOPT (FM), Oswego—Licensed to Palladium Times Inc., publishers Oswego-N.Y. *Palladium Times.*

WFAS, WFAS-FM, White Plains—Licensed to Westchester Broadcasting Corp.; controlled by Valentine E. and J. Noel Macy, publishers of *Yonkers Herald-Statesman, Tarrytown News, Port Chester Item, Ossining Citizen-Register, Mt. Vernon Argus, New Rochelle Standard-Star, Mamaroneck Times,* all in New York.

WKIP, WHVA (FM), Poughkeepsie—Licensed to Poughkeepsie newspapers Inc., (See WGNY, Newburgh).

WHEC, WHEC-FM, Rochester—Licensed to WHEC Inc., 60% of stock owned by the Gannett Co. Inc., publisher of the *Rochester Democrat & Chronicle* and *Rochester Times-Union,* (Gannett Newspapers: See ENY Elmira, N. Y.)

WRUN, WRUN-FM, Rome - Utica—Licensed to the Rome Sentinel Co., publishers of the *Rome Daily Sentinel.*

WSYR, WRPA (FM), Syracuse—Licensed to Radio Projects Inc., owned by S. I. Newhouse, N. Y. and N. J. newspaper owner, and owner of the *Syracuse Herald-Journal* and *Post-Standard.*

WJTV Syracuse—Licensed to Meredith Syracuse Television Corp., 100% owned subsidiary of Meredith Publishing Co., Des Moines.

WFLY-FM, Troy—Licensed to the Troy Record Co., publishers of the *Troy Record* and *Times-Record.*

WWNY, WWNY-FM, Watertown—Licensed to the Brockway Co., owned and operated by the *Watertown Daily Times.*

NORTH CAROLINA

WOHS (FM), Ahoskie—Licensed to Parker Bros., Inc., publishers of the Hertford *County Herald, Bertie Ledger Advance, Jackson News*, and the *Gates County Index*.

WGWR, Asheboro—Licensed to the Asheboro Broadcasting Co., a partnership including Roy Cox, publisher Asheboro *Courier Tribune*, a semi-weekly newspaper.

WWNC,, Asheville—Licensed to Asheville Citizen-Times Co., publisher of the *Asheville Citizen Times*.

WDNC, WDNC-FM, Durham—Licensed to the Durham Radio Corp.; 100% owned by the Durham Herald Co., publisher *Durham Morning Herald* and *Sun*.

WGAI Elizabeth City—Licensed to the Advance Inc., publishers of the *Daily Advance*.

WBBO, Forest City—Licensed to Rutherford County Radio Co., Inc., stockholders affiliated with following newspapers: *Forest City Courier* (wkly), *Spindale Sun*, Spindale, N. C., (wkly), and *Rutherford County News*.

WGBR, WGBR-FM, Goldsboro—30 of 180 shares of stock owned by Talbot Patrick, publisher of the *Goldsboro News Argus* and the *Evening Herald*, Rock Hill, S. C. 7 shares owned by P. M. Patrick, secy. and director Goldsboro *News-Argus*.

WFMY (FM), Greensboro—Licensed to the Greensboro News Co., publishers of the *Greensboro Daily News* and *The Greensboro Record*.

WHKY, Hickory—Licensed to Catawba Valley Broadcasting Co.; 16.3% of stock owned by Lester C. Gifford, publisher of the *Hickory Daily Record*.

WHPE, WHPE-FM, High Point—Licensed to High Point Enterprise Inc., publisher of the *High Point Enterprise*.

WTSB, Lumberton—Licensed to the Robeson Broadcasting Corp., affiliated with the *Lumberton Robesonian*.

WNAO, WNAO-FM, Raleigh—Licensed to the Raleigh News Observer Publishing Co., publishers of the *Raleigh News Observer*.

WCEC, WCEC-FM—Rocky Mount—Licensed to Josh L. Horne, publisher, *Rocky Mount Evening Telegram*.

WREV (FM), Reidsville—Licensed to W. M. and C. R. Oliver, d/b as Reidsville Broadcasting Co., publishers of the *Reidsville Review*.

WSTP, WSTP-FM, Salisbury—Licensed to Piedmont Broadcasting Co.; 37% of stock owned by the *Salisbury Post* and *Post* stockholders.

WOHS, WOHS-FM, Shelby—Licensed to the Western Carolina Radio Corp., affiliated with the *Shelby Star*.

WENC, Whiteville—Licensed to Whiteville Broadcasting Co., equally owned by five stockholders, including L. S. Thompson, publisher Whiteville *News Reporter*, a semi-weekly.

WSJS, WSJS-FM, Winston-Salem—Licensed to Piedmont Publishing Co., publisher of the *Winston-Salem Journal* and *Twin City Sentinel*.

WHCC, Waynesville—Licensed to Smoky Mountain Broadcasters Inc. 18.18% owned by W. Curtiss Russ, general manager *Waynesville Mountaineer*; 18.18% owned by Holt McPherson, managing editor, Star Publishing Co., publishers of the *Shelby Star*.

WMIT (FM), Charlotte — Licensed to Radio WMIT Inc. Gordon Gray, president, is publisher of *Winston-Salem Journal* and *Twin City Sentinel*.

WLDX (FM), Wilmington—Licensed to R. B. Page and R. B. Page Jr. d/b as Wilmington Star-News Co., publishers of Wilmington *Star* and *News*.

NORTH DAKOTA

WDAY, Fargo—Licensed to WDAY Inc.; 44.44% of stock owned by stockholders of Forum Publishing Co., publisher of *Fargo Forum*.

KILO, Grand Forks—Licensed to Grand Forks Herald Inc., publishers of *Daily Grand Forks Herald* which is 60% owned by Ridder Publications.

OHIO

WAKR, (WAKR-FM), Akron—Licensed to Summit Radio Corp., and 45% owned by the *Akron Beacon Journal*.

WHKK, Akron—Licensed to United Broadcasting Co.; controlling interest owned by Forest City Publisning Co., publisher of *Cleveland Plain Dealer* and *Cleveland News*.

WFAH (FM), Alliance—Licensed to the Review Pub. Co., publishers *Alliance Review*.

WATG Ashland—Licensed to Beer & Koehl, publishers *Ashland Times Gazette, Galion* (O.) *Inquirer*.

WAMS (FM), Athens—Licensed to The Messenger Co., publishers *Athens Messenger*.

WICA, Ashtabula—Licensed to WICA Inc.; 94% of stock owned by estate of the late C. A. Rowley, who was publisher of the *Ashtabula Star-Beacon, Geneva Free Press, Painesville Telegraph, Conneaut News-Herald*, all Ohio dailies.

WHBC, WHBC-FM, Canton—Licensed to Ohio Broadcasting Co., subsidiary of Brush-Moore Newspapers Inc., publisher of *Canton Repository, Steubenville Herald-Star, Marion Star, East Liverpool Review, Portsmouth Times* and *Salem News*, all in Ohio; *Salisbury* (Md.) *Times*.

WTRF, Bellaire—Licensed to Tri-City Broadcasting Co. Albert & Gordon Dix each hold 25% interest in station, and also have interest in *The Times*, Martins Ferry; *The Leader* and *The Record*, Wooster.

WCPO, WCPO-TV (also cond. grant for FM) Cincinnati—Licensed to Scripps-Howard Radio, Inc.; 100% owned by E. W. Scripps Co., chief stockholders in Scripps-Howard Newspapers, publishers of *Cincinnati Post, New York World-Telegram, Cleveland Press, Pittsburgh Press, Columbus Citizen, San Francisco News, Washington News, Indianapolis Times, Knoxville News-Sentinel, Memphis Press-Scimitar, Memphis Commercial Appeal, Birmingham Post, Houston Press, Fort Worth Press, El Paso Herald-Post, Albuquerque Tribune, Covington* (Ky.) *Post, Denver Rocky Mountain News, Evansville* (Ind.) *Press*.

WKRC, Cincinnati—Licensed to Radio Cincinnati, Inc., subsidiary of the Cincinnati Times-Star Co.

WSAI, Cincinnati—Licensed to Buckeye Broadcasting Co., owned by Field Enterprises Inc., which is controlled by Marshall Field, proprietor of the *Chicago Sun-Times*.

WHK, WHK-FM, Cleveland—Licensed to United Broadcasting Co., controlling interest owned by Forest City Publishing Co., publisher of the *Cleveland Plain Dealer* and the *Cleveland News*.

WEWS-FM, TV, Cleveland—Licensed to Scripps-Howard Radio Inc., affiliated with Scripps-Howard newspapers. (See WCPO Cincinnati.)

WBNS, WELD (FM), Columbus—Licensed to RadiOhio, Inc., owned 28% by Edgar T. Wolfe, board chairman who is 54% owner and president-publisher of *Ohio State Journal*; 24% each by Richard S. Wolfe, treasurer *Columbus Dispatch*; H. Preston Wolfe, president, *Dispatch*; Robert H. Wolfe, co-publisher.

WTNS, Coshocton—Licensed to Coshocton Broadcasting Co., 10% owned by The Tribune Co., publishers of the *Coshocton Tribune*.

WHKC, WHKC-FM, Columbus — Licensed to United Broadcasting Co.; controlling interest owned by The Forest City Publishing Co., publisher of the *Cleveland Plain Dealer* and the *Cleveland News*. (See WHKK Akron.)

WHIO, Dayton—Licensed to Miami Valley Broadcasting Corp.; same ownership as *Dayton Daily News, Springfield* (O.) *News, Springfield* (O.) *Sun, Miami Daily News and Atlanta Journal* (James M. Cox).

WING, Dayton—Licensed to Great Trails Broadcasting Corp.; controlled by Charles Sawyer, Cincinnati attorney, owner of *Lancaster* (O.) *Eagle-Gazette* (see also WIZE, Springfield).

WLOK, WLOK-FM Lima—See WGBS Miami, Fla.

WCLT (FM) (CP for AM), Newark—Licensed to the Advocate Printing Co., publishers of the *Newark Advocate* and *American Tribune*.

WPAY, WPAY-FM, Portsmouth—Licensed to The Scioto Broadcasting Co.; 100% owned by Brush-Moore Newspapers Inc., publishers of *Portsmouth Times, Canton Repository, Steubenville Herald-Star, Marion Star, East Liverpool Review, Salem News* (all in Ohio); and *Salisbury Times*, Maryland.

WKRV (FM), Ravenna—Licensed to the Record Publishing Co., publishers of the *Ravenna Record & Courier-Tribune*.

WSPD, WSPD-FM, WTVT (TV) Toledo—See WGBS, Miami, Fla.

WIZE, Springfield—Licensed to Radio Voice of Springfield Inc.: controlling stock owned by Charles Sawyer, owner of *Lancaster* (O.) *Eagle-Gazette*.

WTOD, WTRT (FM), Toledo—Licensed to Unity Corp Inc. Ed Lamb president, is publisher *Erie* (Pa.) *Dispatch-Herald*.

WRRN, WRRN-FM, Warren—Licensed to The Tribune Co., publishers of the *Warren Tribune-Chronicle*. (Subject FCC approval).

WWST, WWST-FM, Wooster—Wooster Republican Printing Co., publishers *Wooster Daily Record*.

WFMJ, Youngstown — Licensed to WFMJ Broadcasting Co., controlled by William F. Maag Jr., publisher of *Youngstown Vindicator*.

WKBN, WKBN-FM, Youngstown — Licensed to WKBN Broadcasting Corp. W. P. Williamson Jr. owns 59.2% of stock; Forest City Publishing Co., publisher of *Cleveland Plain Dealer* and chief owner of *Cleveland News*, owns balance. (See WHKK).

WHIZ, WHIZ-FM, Zanesville — Licensed to Southeastern Ohio Broadcasting System, Inc., Clay Littick, president, is business manager of the *Signal* and *Times Recorder*, Zanesville.

OKLAHOMA

KWHW, Altus — Licensed to Altus Broadcasting Co., affiliated with *Altus Times-Democrat*.

KVSO, KVSO-FM, Ardmore—Licensed to Ardmoreite Publishing Co. Inc., publisher of *Ardmore Daily Ardmoreite*.

KSEO, KSEO-FM, Durant—Licensed to Democrat Printing Co., publishers *Durant Democrat, Durant Weekly News*.

KCRC, KCRC-FM, Enid—Licensed to Enid Radiophone Co.; all stock owned by same interests owning Enid Publishing Co., publisher of *Enid News* and *Enid Eagle*.

KBIX, KBIX-FM, Muskogee — Licensed to Oklahoma Press Publishing Co., publisher of *Muskogee Daily Phoenix* and *Muskogee Times Democrat*.

KGLC, Miami—CP to the Miami Broadcasting Co.; 1/3 owned by Miami News Record Co., publishers of the *Miami News Record*.

WKY, WKY-FM, WKY-TV, Oklahoma City—Licensed to WKY Radiophone Co.; same stock owners as Oklahoma Publishing Co., publisher of *The Daily Oklahoman, Oklahoma City Times* and *The Farmer Stockman*.

KVLH, Pauls Valley—Licensed to James T. Jackson, publisher of Pauls Valley *Daily Democrat*.

KGFF, Shawnee — Licensed to KGFF Broadcasting Co. Inc. Controlling stock interest (94%) owned by Stauffer Publications Inc. (Topeka, Kans.) owner and publisher of *Shawnee* (Okla.) *News-Star; Grand Island* (Neb.) *Independent; Arkansas City* (Kan.) *Traveler; Maryville* (Mo.) *Forum; Pittsburg* (Kan.) *Headlight & Sun; Nevada* (Mo.) *Daily Mail*; and *Topeka* (Kan.) *State Journal*.

KHBG Okmulgee—Licensed to Times Publishing Co., *Daily Times*, and *Sunday Times Democrat*, Okmulgee.

KSPI, KSPI-FM, Stillwater—Licensed to Stillwater Pub. Co., publisher Stillwater *News-Press*.

KTHO, Wewoka—Licensed to Seminole Broadcasting Co. Partnership F. F. McNaughton, owner publisher of the *Pekin* (Ill.) *Daily Times*; and Louis F. Leurig, owner of the Yuma Publishing Co.

OREGON

KWIL, KWIL-FM, Albany—Licensed to Central Willamette Broadcasting Co.; all stock owned by W. L. Jackson and R. R. Cronise, co-publishers of *Albany Democrat-Herald*.

KAST, Astoria—Licensed to Astoria Broadcasting Co.; ownership affiliated with *Astoria Astorian-Budget* and *Pendleton East Oregonian*.

KOOS, Coos Bay—Licensed to KOOS Inc. Sheldon F. Sackett, owner, is publisher of *Coos Bay Times*.

KUIN, KGPO (FM), Grants Pass—Licensed to Southern Oregon Bcstg. Co.; 50% of stock owned by A. E. Voorhies, publisher of *Grants Pass Courier*; 50% by Redwood Bcstg. Co., operator of KIEM, Eureka, Cal., in which *Eureka Humboldt Times* owns 20% of stock, and *Eureka Humboldt Standard* 20.8%.

KFLW, Klamath Falls—Licensed to Herald Pub. Co., publisher Klamath Falls *Herald & News*.

KYJC Medford—Licensed to the Medford Printing Co., publishers *Medford Mail Tribune*.

(Continued)

the new
1949
EXECUTIVES
RADIO SERVICE
FACT
UARY

The only really complete POCKET SIZE reference book on Radio and Television kept up to date for you by periodic loose-leaf inserts.

PARTIAL CONTENTS:

Sponsored Network Programs
Agencies & Their Network Programs
Television: Networks, Stations, Sponsors, Agencies, etc. (Plus special supplementary News Bulletin coverage).
Major, Regional, Secondary Networks
Principal Radio Stations
Population Figures
Estimated Audience Figures
Transcription Services
And much more!

* * *

Plus

The Executives' Radio Service concise News Bulletin issued bi-weekly at no extra cost to FACTuary purchasers.

* * *

The fact that we accept no advertising in the FACTuary enables us to give you all the pertinent material in regard to radio and television in a handy POCKET-SIZE form. No irrelevant material, but page after page of information you really need.

In the same way that the FACTuary aids the busy executive by condensing the important facts and figures, so does the bi-weekly News Bulletin act as an important time saver. Its clear, concise style will keep you up to date on major developments in a form that enables you to absorb the news at a quick glance.

Send in the convenient order blank today. And remember the three month's refund notice on the order blank.

EXECUTIVES' RADIO SERVICE
Research and Publication Office
1889 Palmer Ave. Larchmont, New York

EXECUTIVES' RADIO SERVICE
Research and Publication Office
1889 Palmer Ave., Larchmont, N. Y.

Please send me the 1949 edition of the FACTuary. I understand that my purchase of the FACTuary for $17.50 entitles me to the full augmented service including the bi-weekly News Bulletin and loose-leaf inserts.

If after a fair examination I do not find the FACTuary and service helpful, I will return the FACTuary within three months, and my money will be refunded.

☐ Check or M.O. enclosed ☐ Bill me later

Name ....
Company ....
Address ....
City .... Zone .... State ....

(Continued)

KPOJ, KPOJ-FM, Portland—Licensed to KPOJ Inc.; stock owned by *Portland Oregon Journal* 100%.

KOIN, Portland—Licensed to KOIN, Inc. Owned by Marshall Field. (See WJJD, Chicago, Ill.).

KGW, KGW-FM, Portland—Licensed to Oregonian Publishing Co., publisher of the *Oregonian*, Portland, Ore.

KRNR, Roseburg—Licensed to The News-Review Co., publishers of *Roseburg News-Review* and *Klamath Falls* (Ore.) *Herald-News;* same interests also own 20% interest in *Medford* (Ore.) *Mail-Tribune*.

PENNSYLVANIA

WSAN, WSAN-FM, Allentown — Licensed to Lehigh Valley Broadcasting Co.; 65% of stock owned by stockholders of Call-Chronicle Newspapers Inc., publisher of *The Morning Call* and *The Evening Chronicle*.

WGPA, WGPA-FM, Bethlehem — Licensed to Bethlehem's Globe Pub. Co., publisher Bethlehem *Globe-Times*.

WCNR—Bloomsburg—Licensed to Columbia-Montour Broadcasting Corp., Publishers of the *Bloomsburg Morning Press*. are directors of station.

WESB, WESB-FM, Bradford—Licensed to Bradford Pub. Co., publishers of the *Bradford Era*.

WBUT, WBUT-FM, Butler—Licensed to the Eagle Printing Co., publishers *Butler Eagle*.

WESA, Charleroi — Licensed to Monongahela Broadcasting Corp. James M. Hammond, editor and publisher weekly *Valley Journal*, Millvale, Pa., is part owner.

WCPA Clearfield—Licensed to the Progressive Publishing Co., publishers *The Clearfield Progress*.

WBUX, Doylestown - Quakertown — Licensed to Charles M. Meredith, publisher *Quakertown Free Press*.

WCED, WCED-FM, DuBois — Licensed to the Tri-County Bcstg. Co. Inc., affiliated with the DuBois *Courier Express*.

WEEX-(FM), Easton—Licensed to the Easton Pub. Co., publishers of the *Easton Express*.

WEST, WEST-FM, Easton—Licensed to Associated Broadcasters Co. Operated independently. Owned by J. Hale and John F. Steinman, owners of Lancaster Newspapers Inc. (See WGAL, Lancaster).

WKBO, Harrisburg—Licensed to Keystone Broadcasting Corp. Operated independently. Owned by J. Hale and John F. Steinman, owners of Lancaster Newspapers Inc. (See WGAL, Lancaster).

WHUN, Huntingdon—Licensed to Joseph F. Biddle Pub. Co., publisher Huntingdon *News*, a daily, and Mount Union (Pa.) *Times*, a weekly.

WJAC, WJAC-FM, Johnstown — Licensed to WJAC Inc.; 100% owned by Johnstown Tribune Publishing Co., publisher of *Johnstown Tribune* and *Democrat*.

WGAL, WGAL-FM, Lancaster — Licensed to WGAL Inc. Operated independently. Owned by J. Hale and John F. Steinman, owners of Lancaster Newspapers Inc.

WMRF, WLTN (FM), Lewistown — Licensed to Lewistown Broadcasting Co.; 25% of stock owned by the Sentinel Co., publishers of *Lewistown Sentinel*.

WDOE (FM) CP, Oil City—Licensed to the Derrick Pub. Co., publishers *Oil City Derrick*.

WCAU, WCAU-FM, Philadelphia — Licensed to the Bulletin Co., publishers of the *Philadelphia Bulletin*.

WEEU, WEEU-FM, Reading—Licensed to the Hawley Broadcasting Co., affiliated with the *Reading Eagle Times*.

WRAW, Reading—Licensed to the Reading Broadcasting Co. Ownership affiliated with Lancaster Newspapers Inc.

WYRO, Rochester — Licensed to the Beaver Valley Radio Inc. Minority stockholders own stock in *Beaver Valley Times*.

WFIL, WFIL-FM, Philadelphia — Licensed to Triangle Publications Inc., publisher *Philadelphia Inquirer*.

WCAE, WCAE-FM, Pittsburgh — Licensed to WCAE Inc., owned by the Hearst Publishing Co.

WWSW, WMOT-(FM), Pittsburgh—Licensed to WWSW Inc. Controlled by P-G Publishing Co., publishers of the *Pittsburgh Post-Gazette*.

WSAW-(FM), Sayre—Licensed to the Sayre Printing Co., publishers *Evening Times*.

WQAN (FM CP approved) Scranton—Licensed to the *Scranton Times* (Operates non-commercially).

WPIC, WPIC-FM, Sharon—Licensed to Sharon Herald Broadcasting Corp. One stockholder holds stock in Sharon Herald Publishing Co.

WVPO, Stroudsburg—Licensed to Pocono Broadcasting Co., Inc., affiliated with Stroudsburg *Record* and *Orionta* (N.Y.) *Star*.

WKOK, WKOK-FM, Sunbury — Licensed to Sunbury Broadcasting Corp.; majority ownership identified with *Sunbury Daily Item*.

WNIQ-(FM), Uniontown—Licensed to Uniontown Newspapers Inc., publishers *Uniontown Herald* and *Standard*.

WRAK, WRAK-FM, Williamsport — Licensed to WRAK Inc.; 66.6% of stock owned by Sun Gazette Co., publisher of *Williamsport Gazette & Bulletin* and *Williamsport Sun;* 27% owned by R. T. S. Steele Estate; 3.8% by Margaretta T. Steel: 1.3% each by Mary E. Steele and George E. Joy.

WILK, WILK-FM, Wilkes-Barre — Licensed to Wyoming Valley Broadcasting Co. Stockholders in station also own in DuBois (Pa.) *Courier Express* and *Butler* (Pa.) *Eagle*.

WORK, York—Licensed to York Broadcasting Co. Operated independently. Owned by J. Hale and John F. Steinman, owners of Lancaster Newspapers Inc. (See WGAL, Lancaster).

SOUTH CAROLINA

WAIM, WCAC-(FM), Anderson — Licensed to Wilton E. Hall, publisher of *Anderson Independent* and *Anderson Daily Mail*.

WTMA, WTMA-FM, Charleston — Licensed to Atlantic Coast Broadcasting Co.; affiliated with *Charleston News & Courier* and *Charleston Post*.

WFBC, WFBC-FM, Greenville -- Licensed to Greenville News-Piedmont Co., publisher of *Greenville News* and *Greenville Piedmont*.

WEAB (CP), Greer—Licensed to Greer Bcstg. Co. One partner is publisher *Barstow Herald*, Cartersville, Ga.

WFIG, Sumter—Licensed to WFIG, Inc. Hubert Osteen, president, is publisher of the *Sumter Daily Item*.

WTNO, Orangeburg — Licensed to the Sims Publishing Co., publishers of the *Times* and *Democrat*, Orangeburg.

WSNW, Seneca (CP)—Licensed to Blue Ridge Bcstg. Co., J. A. Gallinore, publisher *Seneca Journal*, pres.; Mrs. Gallinore, publisher weekly *Keowee Courier*, Walhalla, S. C., is treasurer.

SOUTH DAKOTA

KDSN, Aberdeen—Licensed to Aberdeen News Co., publishers of the *American News*.

WNAX, Yankton—Licensed to Cowles Broadcasting Co. (See WOL Washington, D. C. and KRNT, Des Moines).

TENNESSEE

WLAR, Athens—Licensed to Athens Broadcasting Co., owned by Lowell F. Arterburn, editor-publisher Athens *Post-Athenian*.

WOPI, WOPI-FM, Bristol—Licensed to Radiophone Broadcasting Station WOPI Inc.; 50% owned by C. J. Harkrader, publisher of *Bristol Herald-Courier* and *News Bulletin;* 50% owned by W. A. Wilson, president and general manager of WOPI.

WCLC (FM), Clarksville — Licensed to Leaf Chronicle Co., publishers of the Clarksville *Leaf Chronicle*.

WSDG, Dyersburg—Licensed to State Gazette Broadcasting Co., owned equally (20% each) by five stockholders, including Russell M. D. Bruce and A. LeRoy Ward, each 50% owner of State Gazette Pub. Co., publisher, Dyersburg *State Gazette*.

WTJS, WTJS-FM, Jackson—Licensed to Sun Publishing Co. Inc., publisher of *Jackson Sun*.

WETB, Johnson City—Licensed to the East Tennessee Broadcasting Co., ownership interlocks with Press Inc., publishers of the *Press-Chronicle*.

WKPB (FM)—Knoxville—Licensed to the Knoxville Publishing Co., publishers *Knoxville Journal*.

WNOX, (also cond. FM grant), Knoxville — Licensed to Scripps - Howard Radio Inc., subsidiary to E. W. Scripps Co., chief stockholder in Scripps-Howard Newspapers (*Knoxville News-Sentinel* etc., see WCPO, Cincinnati).

WMC, WMC-FM, Memphis—Licensed to Memphis Publishing Co., publisher of *Memphis Commercial Appeal*, a Scripps-Howard newspaper. (See WCPO, Cincinnati).

WMAK, Nashville—Licensed to the Volunteer State Broadcasting Co. Frank Mayborn, president of the *Temple Telegram*, Temple, and the *Sherman News* is 75% owner, and president.

TEXAS

KRBC, KRBC-FM, Abilene—Licensed to Reporter Broadcasting Co.: 64% of stock owned by Bernard Hanks, director and a principal stockholder in *Abilene Reporter-News*, director in *Big Spring Herald, Paris News, Corpus Christi Caller-Times, Denison Herald*, all in Texas.

KVLF, Alpine—Licensed to Big Bend Broadcasters. Barney Hubbs, majority stockholder in *Pecos* (Tex.) *Enterprise*, 40% owner (also see KIUN, Pecos and KRIG, Odessa, Tex.).

KGNC, KGNC-FM, Amarillo—Licensed to Plains Broadcasting Co. 80% of stock owned by Globe News Publishing Co. Inc., publisher of *Amarillo Globe* and *News;* 18% owned by *Globe-News* employes pool. Same interests also control *Lubbock Avalanche, Lubbock Journal* and *Atchison* (Kan.) *Globe*.

KNOW, Austin — Licensed to Frontier Broadcasting Co. Inc.; 25% of stock owned by C. C. Woodson, publisher Brownwood (Tex.) *Bulletin*.

KREL, KREL-FM, Baytown—Licensed to Tri-Cities Broadcasting Co. Publisher, editor and advertising manager *Baytown Daily Sun* own 48% of station.

KFYN, Bonham — Licensed to the Fannin County Broadcasting Co. Sole owner is Frank Svoboda, publisher of the *Bonham Daily Favorite* and the *Bonham Weekly*.

KRIC, KRIC-FM, Beaumont—Licensed to KRIC Inc., owned by J. L. Mapes, Eva Du Jay, and E. C. Davis, who are stockholders, officers and directors of the Enterprise Co., publishers of the *Beaumont Enterprise* and *Beaumont Journal*.

KBST, Big Spring—Licensed to the Big Spring Herald Broadcasting Co., identified with the *Big Spring Herald* (see KRBC, Abilene).

KWHI, Brenham—Licensed to Thomas S. Whitehead, owner of the *Brenham Banner Press*.

KWBD, Brownwood—Licensed to the Brown County Broadcasting Co., 50% of stock owned by C. C. Woodson, owner and publisher *Brownwood Bulletin*.

KVRO-(FM), Brownsville—Licensed to the Brownsville Herald Publishing Co., publishers of the *Brownsville Herald*.

KRLD, KRLD-FM, Dallas—Licensed to KRLD Radio Corp.; subsidiary of Times Herald Printing Co., publishers *Dallas Times Herald*.

WFAA, WFAA-FM, Dallas—Licensed to A. H. Belo Corp., publisher of the *Dallas Morning News*

KROD, El Paso—Licensed to the Roderick Broadcasting Corp., Dorrance L. Roderick, president, is general manager of the *El Paso Times*.

WBAP, WBAP-FM, WBAP-TV, Fort Worth—Licensed to Carter Publications Inc., publisher of *Fort Worth Star-Telegram*.

KVKO-(FM), Harlingen—Licensed to The Valley Pub. Co., publishers of the *Valley Morning Star*.

KGAF, Gainesville—Licensed to Gainesville Broadcasting Corp. Joe M. Leonard, editor and publisher of *Daily Register* and *Weekly Register*, is 60% owner.

KPRC, KPRC-FM, Houston—Licensed to Houston Post Co., publisher of *Houston Post;* 97% of stock owned by Houston Post Co.

KTRH, KTRH-FM, Houston—Licensed to KTRH Broadcasting Co., subsidiary of Houston Chronicle Pub. Co., publisher of *Houston Chronicle*.

KHBR, Hillsboro—Licensed to the Hill County Broadcasting Co.; W. N. Furney, editor and publisher of the Hillsboro *Mirror* and *Evening Mirror*, owns 30%.

KHIT Lampasas—Licensed to Sylvester Lewis, Robert O. Easton. Mr. Easton is publisher *Lampasas Dispatch*.

KPET, Lamesa—Licensed to Lamesa Bcstg. Co., a partnership composed of R. O. Parker, R. A. Woodson and K. S. Ashby. Mr. Woodson owns 25% stock of KPET, and is publisher and half owner of Lamesa Newspapers Inc., (Brownwood (Tex.) *Bulletin*).

KFYO (also cond grant for FM), Lubbock — Licensed to Plains Radio Broadcasting Co. (See KGNC Amarillo).

KVKM, Monahans—Licensed to Monahans Broadcasters Inc. 25% owned by Barney Hubbs, owner of the *Pecos Enterprise*.

KVMR-(FM), McAllen—Licensed to Valley Evening Monitor, Inc., publishers McAllen *Valley Evening Monitor*.

KOSA, Odessa—Licensed to Southwestern Broadcasting Co.; Dorrance Roderick, majority stockholder, is owner and publisher *El Paso Times*.

KRIG, Odessa—Licensed to Oil Center Broadcasting Co., minority interest held by Frank Mayborn, Temple (Tex.) Publishing Co. and Barney Hubbs, majority stockholder in *Pecos Enterprise*.

KPDN, Pampa—Licensed to C. H., Harry and Jane Hoiles, d/b as Radio Station KPDN. C. H. Hoiles is co-publisher of *Pampa Daily News*, publisher of the *Santa Ana* (Cal.) *Register;* Hoiles family also identified with *Bucyrus* (O.) *Telegraph Forum*.

KPLT, Paris—Licensed to North Texas Broadcasting Co.; owned 24.72% by M. Bernard Hanks and 24.72% by Houston Harte, Texas publishers. Mr. Hanks holds interests in Reporter Pub. Co., Abilene; *Big Spring Herald*, North Texas Pub. Co., Paris; *Denison Herald*, Marshall Pub. Co. Mr. Harte interested in Caller-Times Pub. Co., Corpus Christi; San Angelo *Standard Times*, Marshall, North Texas, Denison and Big Spring newspapers.

KIUN, Pecos—Licensed to Jack W. Hawkins and Barney H. Hubbs, publishers of *Pecos Enterprise*, weekly. (See also KRIG, Odessa, Tex., KVLF, Alpine, Tex., and KVKM, Monahans, Tex.)

KGKL, KGKL-FM, San Angelo — Licensed to KGKL Inc.; Ownership affiliated with *San Angelo Standard-Times*.

KTSA, KTSA-FM, San Antonio — Licensed to Sunshine Broadcasting Co. Same interests control KGNC, Amarillo; KFYO, Lubbock; KRGV, Weslaco.

KYSM (FM) San Antonio—Licensed to Express Publishing Co., publishers *San Antonio Express* and *San Antonio Evening News*.

KXOX, Sweetwater—Licensed to Sweetwater Radio Inc.; owned by J. S. McBeath, owner of the *Sweetwater Reporter*.

KTEM, Temple—Licensed to Bell Broadcasting Co. Frank W. Mayborn, president and 95% owner, also president and 95% owner of Bell Pub. Co., publisher of *Temple Daily Telegram*.

KTBB, Tyler—Licensed to Blackstone Broadcasting Co. whose principal owners are also principal owners of Tyler's two newspapers, *Courier-Times* and *Telegraph*.

KVWC, KVWC-FM, Vernon — Licensed to Northwestern Broadcasting Co., of which R. H. Nichols, publisher of the *Vernon Daily Record*, is one-third partner.

WACO, WACO-FM, Waco—Licensed to Frontier Broadcasting Co.; same ownership as KNOW, Austin, Tex.

KTRN, KTRN-FM, Wichita Falls—Licensed to Texoma Broadcasting Co. —affiliated with publishers *Wichita Daily Times, Wichita Falls Record News*. Times Publishing Co. owns 49% stock.

UTAH

KSUB, Cedar City—Licensed to Southern Utah Broadcasting Co.; 60% of stock held by Radio Service Corp. of Utah, licensee of KSL: 28% of stock owned by Leland M. Perry.

KLO, Ogden—Licensed by Interstate Broadcasting Corp.; majority stock owned by A. L. Glasmann, publisher of *Ogden Standard-Examiner*.

KALL, Salt Lake City—Licensed to Salt Lake City Broadcasting Co., 50% owned by Telegram Pub. Co., publishers of Salt Lake City *Tribune-Telegram*.

VERMONT

WSKI, Montpelier — Montpelier-Barre Broadcasting Co. Christian - Leader Pub. Co., N.J., owns 26.4%.

VIRGINIA

WPIK, WPIK-FM, Alexandria—Licensed to Potomac Broadcasting Corp. C. C. Carlin Jr., publisher of the *Alexandria Gazette*, is stockholder.

WDVA, Danville—Licensed to Virginia-Carolina Broadcasting Co. Publisher of *Danville Register* owns 10%.

WBTM, WBTM-FM, Danville—Licensed to Piedmont Broadcasting Co. Stockholders have interest in Memphis (Tenn.) *Commercial-Appeal*.

WGH, WGH-FM, Newport News — Licensed to Hampton Roads Broadcasting Corp.; 66% of stock owned by Daily Press Inc., publisher of *Newport News Daily Press* and *Times-Herald;* 34% by Edward E. Bishop.

WTAR, WTAR-FM, Norfolk—Licensed by WTAR Radio Corp.; subsidiary of Norfolk Newspapers Inc., publisher of *Norfolk Ledger-Dispatch* and *Norfolk Virginian-Pilot*.

WFFV, Suffolk (FM grant)—Licensed to Suffolk News Co., publishers *News-Herald*.

PUV, Pulaski—Licensed to Southwest Broadcasting Corp., affiliated with *Pulaski Southwest Times*.

VOP-(FM), Portsmouth—Licensed to the Portsmouth Star Publishing Co., publishers of the *Portsmouth Star*.

RNL, WRNL-FM, Richmond — Licensed to Richmond Radio Corp.; owned by Richmond Newspapers, Inc., operating *Richmond News-Leader* and *Richmond Times Dispatch*.

DBJ, WDBJ-FM, Roanoke—Licensed o Times-World Corp., publisher of *Roanoke Times* and *Roanoke World-News*.

WASHINGTON

VLK, KWLK-FM, Longview — Licensed to Twin City Broadcasting Corp.; 32% of stock owned by J. M. McClelland, publisher of *Longview Daily News*.

NP, Port Angeles—Licensed to Radio Pacific, Inc., wholly-owned subsidiary of Port Angeles Evening News Inc., publisher of Port Angeles *Evening News*.

IQ, Spokane—Licensed to KHQ, Inc.; ownership affiliated with Spokane *Chronicle* and *Spokesman-Review*.

AN, Vancouver—Licensed to Vancouver Radio Corp.; controlled by Sheldon F. Sackett, publisher of *Coos Bay Times*, 95% owner of KOOS, Coos Bay, and sole owner of KROW, Oakland, Calif.

EW, Spokane—Licensed to Coeur 'Alene Broadcasting Co., 40% owned y Burl C. Hagadone, president-publisher, Coeur d'Alene *Press;* and 0% by Scripps Newspapers.

NT (FM), Tacoma—Licensed to the ribune Publishing Co., publishers f the Tacoma *News Tribune*.

WEST VIRGINIA

FC (FM), Beckley — Licensed to eckley Newspapers Corp., publishers f *Beckley Post Herald* and *The aleigh Register*.

IS, WHIS-FM, Bluefield—Licensed to aily Telegraph Printing Co., pubsher of *Bluefield Daily Telegraph* nd *Bluefield Sunset News*.

HS, Charleston—Licensed to Charleson Broadcasting Co. Owner is John A. Kennedy, president and editor of the *San Diego* (Calif.) *Journal*.

WGAZ (FM), CP, Charleston—Licensed to Daily Gazette Co.

WBLK, WBLK-FM, Clarksburg — Licensed to News Publishing Co., publishers of the *Intelligencer* and *News-Register*, Wheeling.

WSAZ, Huntington—Licensed to WSAZ Inc., 52% of stock owned by Huntington Publishing Co.; 48% owned by Charleston Broadcasting Co. (See WCHS.)

WLOG, WLOG-FM, Logan—Licensed to Clarence H. Frey, publisher of the *Logan Banner*, and Robert O. Greever, Merrill Coal Mines Inc., partners.

WMMN, Fairmont—See WGBS, Miami, Fla.

WVVW, Fairmont—Licensed to Fairmont Broadcasting Co. C. E. Smith, 3½% owner, is editor of the *Fairmont Times*.

WAJR, Morgantown—Licensed to West Virginia Radio Corp. Stockholders own stock in West Virginia Newspaper Publishing Co., publishers of *Morgantown Post* and *Dominion News; New Martinsville Wetzel Republican*.

WPAR, WPAR-FM, Parkersburg—Licensed to Ohio Valley Broadcasting Corp., owned by News Publishing Co., publishers of the *Intelligencer* and *News-Register*, Wheeling, and 12 other W. Va. newspapers.

WBRW, Welch—Licensed to McDowell Service Co.; ownership includes W. R. Keyser, 25 shares, editor *Welch Daily News;* Clarence H. Frey, 25 shares, publisher, *The Logan Banner*.

WWVA, WWVA-FM, Wheeling — See WGBS, Miami, Fla.

WISCONSIN

WATK, Antigo—Licensed to Antigo Broadcasting Co. A. F. Brenner and family, publisher *Antigo Daily Journal*, owners.

WBNB-(FM), Beloit—Licensed to Daily News Publishing Co., publishers *Beloit Daily News*.

WEAU (also FM grant), Eau Claire—Licensed to Central Broadcasting Co.; 24-1/3% of stock owned by Eau Claire Press Co., publisher of *Eau Claire Telegram* and *Eau Claire Leader;* 40% owned by Elizabeth Murphy, wife of publisher of *Superior* (Wis.) *Telegram;* 18 2/3% owned by Walter C. Bridges, manager of WEBC, Duluth, Minn.; 14 1/3% owned by Morgan Murphy, publisher of *Superior Telegram*.

KFIZ, Fond du Lac—Licensed to KFIZ Broadcasting Co. A. H. Lange, president-publisher of Reporter Printing Co., publishers of *Commonwealth Reporter* in Fond du Lac, is president of KFIZ.

WJPG, WJPG-FM, Green Bay—Licensed to the Green Bay Newspaper Co., publishers of the *Press Gazette*.

WCLO, WCLO-FM, Janesville — Licensed to Gazette Printing Co., publishers of the *Janesville Daily Gazette*.

WISC, Madison—Licensed to Radio Wisconsin, Inc. Morgan Murphy, pres., is publisher *Superior* (Wis.) *Evening Telegram*.

WIBA, WIBA-FM, Madison—Licensed to Badger Broadcasting Co., Inc.; 66 2/3% owned by the Capital Times Co., publisher of the *Madison Capital Times*. Other stockholders and directors include officers of the Wisconsin State Journal Publishing Co., publishers of the *Wisconsin State Journal*, (Lee Syndicate).

WLIN, Merrill—Licensed to Alvin E. O'Konski, owner, *Montreal River Miner*, Hurley, Wis.

WISN, WISN-FM, Milwaukee—Licensed to Hearst Radio Inc.; affiliated with *Milwaukee Sentinel*.

WTMJ, WTMJ-FM, Milwaukee — Licensed to The Journal Co., publisher of *Milwaukee Journal*.

WRJN, WRJN-FM, Racine—Licensed to Racine Broadcasting Corp.; principal stockholders: F. R. Starburk, president and Harry R. Le Poidevin, secretary-treasurer of the Journal Times Co.

WTCH, Shawano—Licensed to Shawano Leader Pub. Co., publishers of *Shawano Leader*.

WHBL, WHBL-FM, Sheboygan—Licensed to WHBL, Inc., same ownership as *Sheboygan Press*.

WDSM, Superior—Licensed to Ridson Inc., subsidiary of Ridder Brothers newspaper-radio interests (see WTCN, Minneapolis).

WSAU, WSAU-FM, Wausau—Licensed to The Journal Co., publisher *Milwaukee Journal*.

WHFR, WHFR-FM, Wisconsin Rapids—Licensed to Wm. F. Huffman Radio, Inc. Mr. Huffman is principal owner Wisconsin Rapids Tribune Co., publishers *Wisconsin Rapids Daily Tribune*.

WYOMING

KFBC, KFBA (FM), Cheyenne—Licensed to Frontier Bcstg. Co.; Ownership affiliated with Cheyenne Newspapers Inc., publishers of the *Wyoming Eagle* and the *Wyoming State Tribune* (Speidel Newspapers); (see also KDON, Monterey, Cal., WGNY, Newburgh, N. Y. and KWRN, Reno).

KOVE, Lander—Licensed to Edward J. Bruce, publisher weekly *State Journal*.

KRAL, Rawlins—Licensed to Rawlins Bcstg. Co., owned 50% by *Rawlins Daily Times;* share held by Tracy C. McCracken, president of KFBC Cheyenne and Cheyenne Newspapers Inc.

ALASKA

KENI, Anchorage—Licensed to Midnight Sun Bcstg. Co. (See KFAR).

KFAR, Fairbanks—Licensed to Midnight Sun Broadcasting Co.; 969 of 1,000 shares owned by A. E. Lathrop, Alaska industrialist, who also publishes the *Fairbanks News Miner*.

HAWAII

KGMB, Honolulu—Licensed to Hawaiian Broadcasting System Ltd.; 24% of stock owned by *Honolulu Star-Bulletin;* 56% of stock by Consolidated Amusement Co. Ltd.; 20% by Corp. of the President of the Church of Jesus Christ of Latter Day Saints.

KGU, Honolulu—Licensed to Marion A. Mulrony and Advertiser Publishing Co., Ltd., publisher of *Honolulu Advertiser*.

KHBC, Hilo—Licensed to Hawaiian Broadcasting System, Ltd.; same ownership as KGMB, Honolulu.

KTOH, Lihue—Licensed to Garden Island Publishing Co. Ltd., publisher of *Garden Island* (weekly).

KMVI, Wailuku, Maui—Licensed to Maui Publishing Co., owners of *Maui News*.

INDEX TO ADVERTISERS IN 1949 YEARBOOK NUMBER

EQUIPMENT

d Radio Corp. (Broadcast Div.) 464
d Record Mfg. Co., Inc. 423
d Recording Products Co. 467
erex Electronic Corp. 431
erite Co., Inc. 466
ew Corp. 299
o & Video Products, Inc. 432
o Devices, Inc. 445
-Knox Co. 447
ns Radio Co. 468-469
Daven Co. 433
ont Mfg. Co. 455
ro-Voice, Inc. 482
s Radio Co. 435
eral Electric Tubes 439
bar Electric Co. 31
ney & Phillips 465
s-Manville 473
, Johnson Co. 437
gh Structural Steel Co. 475
o, John E. & Son, Inc. 451
tron Corp. 438
K. Olesen Co. 67
o Recording Corp. 463
(Engineering Products Dept.) 25
Victor (Custom Record Sales) 425
gertone, Inc. 461
heon Mfg. Co. 449
ves Soundcraft Corp. 421
O-Kut Co., Inc. 420
e Brothers, Inc. 441
ine Tower Co. 301
craft Co., Inc. 476
CO, Inc. 428

EQUIPMENT—Contd.

Stainless, Inc. 462
Tower Sales & Erecting Co. 471
Trans-Lux News-Sign Corp. 309
Truscon Steel Co. 443
U. S. Recording Co. 446
Webster Electric Co. 453
Westinghouse Electric Corp. 457-460

GENERAL

Air Features, Inc. 303
All-Canada Radio Facilities, Ltd. 293
American Radio Publications, Inc. 487
L. W. Andrews, Inc. 307
ASCAP 29
Association of Federal Communications Consulting Engineers 480-481
Batten, Barton, Durstine & Osborn, Inc. 3
Bernard Associates 479
A. R. Bitter 472
The Branham Co. 327
Broadcast Music, Inc. 418-419
Broadcast Times Sales Corp. 41
Walter P. Burn 354
Capitol Transcriptions 414-415
The Cardinal Co. 412
Columbia Transcriptions 407
Commodore Radio Productions & Artists 422
Damon Recording Studios, Inc. 416
Editor & Publisher 353
Empire Broadcasting Corp. 424
Executive Radio Service 525
Foote, Cone & Belding 5
Frazier & Peter 517
Free & Peters, Inc. 10
Gallucci Bros. & Associates 305
Headley-Reed Co. 43

GENERAL—Contd.

John B. Heffelfinger 477
Hollingbery, George P., Co. 39
Phillip R. Hurlburt 474
IBEW No. 45 (Hollywood) 351
Lang-Worth Feature Programs, Inc. 410-411
Lorenzen & Thompson, Inc. 44
McKittrick, George & Co. 454
Charles Michelson, Inc. 429
Mid-Continent Radio Corp. 307
Raymond R. Morgan Co. 16
Morton Radio Productions, Inc. 402
Muzak (Transcriptions Division) 426-427
National Academy of Broadcasting, Inc. 484
NBC Spot Sales 45
National Register Pub. Co., Inc. 311
Petry, Edward & Co., Inc. Front Cover
Radio Corp. of America Back Cover
Radio Programmes de Mexico 491
Radio Television Publicity Corp. 54
The School of Radio Technique 485
SESAC, Inc. 413
Sherman & Marquette 14
Stovin, Horace N., Co. 50
Taylor-Borroff & Co., Inc. Spine
Television Associates, Inc. 67
Television Research Institute 519
Teleways Radio Productions, Inc. 409
Tower Services, Inc. 307
Trendle-Campbell Enterprises, Inc. 417
Twin City Television Lab 485
United Press 521
U. S. Steel 13
Universal Recording Corp. 408
Valentino, Thomas J., Inc. 406
Weed & Co. 47

(Continued on page 528)

INDEX TO ADVERTISERS IN 1949 YEARBOOK NUMBER

(Continued from page 527)

GENERAL—Contd.

Wilmotte, Raymond M., Inc. 57
Young & Rubicam, Inc. 1
Ziv, Frederic W., Co. 403-405

NETWORKS AND GROUPS

American Broadcasting Co. 378-379
American Broadcasting Company (Western Div.) 87
Arizona Broadcasting System 73
Canadian Association of Broadcasters 295
Canadian Broadcasting Corp. 291
Columbia Broadcasting System 386-387
Don Lee Broadcasting System 84-85
The Fort Industry Co. 6-7
The French Broadcasting System (Radio Diffusion Francaise) 512
Georgia Association of Local Stations 109
Georgia Trio 111
Keystone Broadcasting System Inside Front Cover
Art Mosby Stations 170
Mutual Broadcasting System, Inc. 393
National Broadcasting Co. 52-53, 398-399
The Nunn Stations 15
Richards Stations 357-360
Rounsaville Stations 106
Steinman Stations 97, 221, 319
Texas Quality Network 19

STATIONS

KABC, San Antonio 267
KANA, Anaconda-Butte 170
KANS, Wichita 132
KARM, Fresno 391
KAWT, Douglas-Bisbee, Ariz. 73
KCBD, Lubbock 260
KCMJ, Palm Springs, Calif. 326
KCSB, San Bernardino 350
KDYL, Salt Lake City 66
KFAC, Los Angeles 346
KFBC, Cheyenne 285
KFDA, Amarillo 15
KFDM, Beaumont, Texas 22
KFJZ, Fort Worth 251
KFMV, Hollywood 298
KFPW, Fort Smith, Ark. 74
KFRE, Fresno 79
KFRM, Kansas City, Mo. 493-496
KFVD, Los Angeles 344
KFWB, Los Angeles 83
KGFM, Great Falls, Mont. 170
KGHL, Billings 169
KGLU, Safford, Ariz. 73
KGPO, Grants Pass, Ore. 37
KGVO, Missoula, Mont. 170
KGW, Portland, Ore. 216-217
KHMO, Hannibal, Mo. 164
KIEM, Eureka, Calif. 37
KIEV, Glendale, Calif. 338
KIMA, Yakima, Wash. 332
KIRO, Seattle 276
KLAC, Los Angeles 80
KLCN, Blytheville, Ark. 76
KLZ, Denver 93
KMA, Shenandoah, Iowa 329
KMBC, Kansas City, Mo. 493-496
KMPC, Los Angeles 357-360
KNBH-TV, Hollywood 81
KNUZ, Houston 348
KOTA, Rapid City, S. D. 239
KPIX-TV, San Francisco 89
KPRC, Houston 19, 259
KRED, Eureka, Calif. 37
KRIS, Corpus Christi 19
KRLD, Dallas 252-253
KROW, Oakland, Calif. 352
KROY, Sacramento 390
KSD, St. Louis 167
KSFO, San Francisco 89
KSL, Salt Lake City 268
KSTP, St. Paul 159
KTAR, Phoenix 73
KTBS, Shreveport 19
KTOK, Oklahoma City 17
KTRE, Lufkin 342
KTSA, San Antonio 263
KTUL, Tulsa 213
KUIN, Grants Pass, Ore. 37

STATIONS—Contd.

KULA, Honolulu 8-9
KVAL, Brownsville, Texas 19
KVMA, Magnolia, Ark. 75
KVOA, Tucson 73
KVOL, Lafayette, La. 347
KWJB, Globe-Miami, Ariz. 73
KWKH, Shreveport 139
KWTC, Barstow, Calif. 349
KXEL, Waterloo, Iowa 125
KXLA, Pasadena 328
KXOK, St. Louis 165
KXYZ, Houston 261
KYA, San Francisco 80
KYCA, Prescott 73
KYUM, Yuma 73
WACO, Waco 266
WADC, Akron 207
WAFB, Baton Rouge 140
WAGA, Atlanta 6-7, 111
WAKR, Akron 201
WAMS, Wilmington 96
WAPA, San Juan, P. R. 333
WAVE, Louisville 135
WAZL, Hazelton, Pa. 331
WBAC, Cleveland, Tenn. 106
WBAL, Baltimore 145
WBAP, Ft. Worth 257
WBEJ, Elizabethton-Johnson City, Tenn. 106
WBIG, Greensboro, N. C. 193
WBIR, Knoxville 15
WBNY, Buffalo 178
WBOC, Salisbury, Md. 143
WCAU, Philadelphia 225
WCBM, Baltimore 21
WCFL, Chicago 115
WCFM, Washington, D. C. 98
WCLO, Janesville 283
WCMI, Huntington, W. Va. 15
WCOD-FM, Richmond 273
WCSC, Charleston 236
WDAY, Fargo 199
WDEL, Wilmington 97, 319
WDOV, Dover, Del. 336
WDSU, New Orleans 141
WEMB, San Juan, Puerto Rico 27
WEOA, Evansville 153
WEST, Easton, Pa. 221, 319
WEVD, New York 323
WEXL, Royal Oak, Mich. 157
WFAA, Dallas 19, 255
WFBC, Greenville, S. C. 235
WFBG, Altoona 219
WFBM, Indianapolis 153
WFCI, Pawtucket 325
WFDF, Flint 153
WFIL, Philadelphia 227
WFLA, Tampa 105
WFMJ, Youngstown 205
WFOX, Milwaukee 282
WGAL, Lancaster, Pa. 221, 319
WGAR, Cleveland 357-360
WGBS, Miami 6-7
WGEZ, Beloit 283
WGH, Norfolk 271
WGLS, Decatur-Atlanta 109
WGN, Chicago 59, 119
WGR, Buffalo 179
WGRV, Greenville, Tenn. 106
WGST, Atlanta 107
WGTM, Wilson, N. C. 195
WHAM, Rochester 177
WHAS, Louisville 137
WHBO, Tampa 330
WHBQ, Memphis 248
WHEC, Rochester 187
WHHM, Memphis 241
WHNC, Henderson, N. C. 339
WHO, Des Moines 127
WHOM, Jersey City 182
WHP, Harrisburg, Pa. 223
WIBW, Topeka 131
WIL, St. Louis 163
WIP, Philadelphia 226

STATIONS—Contd.

WIRE, Indianapolis 123
WJBK, Detroit 6-7
WJEF, Grand Rapids 154
WJJD, Chicago 121
WJR, Detroit 357-360
WJW, Cleveland 203
WKBN, Youngstown 209
WKBO, Harrisburg, Pa. 221, 319
WKBQ, Harrisburg 221
WKBW, Buffalo 181
WKSR, Pulaski, Tenn. 106
WKZO, Kalamazoo 154
WKY, Oklahoma City 211
WLAP, Lexington, Ky. 15
WLAW, Boston 147
WLEC, Sandusky, Ohio 206
WLOK, Lima, Ohio 6-7
WLS, Chicago 117
WLW, Cincinnati 33-36
WMAR, Baltimore 61
WMAZ, Macon 111
WMBG, Richmond 273
WMC, Memphis 65, 246
WMFJ, Daytona Beach 101
WMGM, New York 183
WMGW, Meadville, Pa. 322
WMIK, Middleboro, Ky. 324
WMMN, Fairmont, W. Va. 6-7
WMOB, Mobile 15
WMOT-FM, Pittsburgh 229
WMPS, Memphis 245
WMRN, Marion, Ohio 208
WMT, Cedar Rapids 129
WNEW, New York Inside Back Cover
WNOW, York, Pa. 231
WOAI, San Antonio 19, 265
WOC, Davenport 337
WOODS, Grand Rapids 153
WORA, Mayaguez, Puerto Rico 23
WORK, York, Pa. 221, 319
WORZ, Orlando 343
WOW, Omaha 173
WPIK, Alexandria, Va. 99
WPRO, Providence 233
WPTF, Raleigh 191
WQXI, Atlanta 106
WQXR, New York 185
WRAW, Reading, Pa. 221, 319
WRGA, Rome, Ga. 110
WROK, Rockford, Ill. 32
WRR, Dallas 251
WRTA, Altoona 381
WRXW-FM, Louisville 135
WSAN, Allentown 218
WSAP, Portsmouth 272
WSAT, Salisbury, N. C. 345
WSB, Atlanta 113
WSCR, Scranton 228
WSIX, Nashville 247
WSJS, Winston-Salem 197
WSM, Nashville 242-243
WSPD, Toledo 6-7
WSRS, Cleveland Hgts. 202
WSYR, Syracuse 187
WTAC, Flint 155
WTiC, Hartford 95
WTOC, Savannah 111
WTVR-TV, Richmond 273
WVOK, Birmingham 68
WWJ, Detroit 151
WWRL, Woodside, N. Y. 184
WWSW, Pittsburgh 229
WWVA, Wheeling 6-7, 279
WWXL, Peoria 120
CFRB, Toronto 363
CJBC, Toronto 364
CKLW, Detroit 150

GREATER NEW YORK'S
FAVORITE STATION FOR
MUSIC AND NEWS

WNEW

1130 on your dial

ON THE AIR 24 HOURS A DAY

RCA

World Leader in Radio— First in Television

The year 1948 was the most successful in the history of the Radio Corporation of America. The rapid expansion of television as a service to the public was a major factor in this record result.

Because of its continued progress in all phases of radio and television, RCA is today the *World Leader in Radio— First in Television.*

David Sarnoff

Chairman of the Board

Radio Corporation of America

Radio City, New York

PRINTED IN U. S.

N U. S.

XUM